Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Agencies' New Marketing Duties Put Media Buyer in Limelight, Says Frey

NYU Professor Sees Agency Folk 'Doubling in Brass' to Cut Overhead

NEW YORK, July 23—Media buyers will become increasingly important in agency operations as the agency's role shifts from primarily creative work to market and merchandising services, according to George Frey, associate professor of marketing, New York University.

In a talk before agency media buyers at a luncheon given by Associated Publishers Inc., national representative for Negro publications, Mr. Frey forecast lots more work and bigger management responsibilities for those in the media end of the agency business.

"Media buying has been a causative factor in the development of what are now marketing agencies," Mr. Frey said, "and the role of media buying has become an indispensable and fundamental marketing tool of some clients. You cannot afford to overlook the fact that you're going to get a lot more marketing work and that you're going to play a large role in agency operation.

■ "Marketing jobs are not lightly relegated away by an advertiser—particularly if he's going to face a service charge for them. We know, however, that it is being done. An analysis of agency income shows a decrease over the last ten years in billing percentage and an increase in the percentage coming from fees and service charges.

"It seems likely that the proportion of agency revenue from fees and cost-plus arrangements will continue to increase and the proportion from media commissions continue to decline.

"And unfortunately, in advertising profits have not necessarily increased with increases in volume of business. Putting these two points together we can come up with a conclusion that it may mean doubling in brass for a lot of people in order to reduce overhead. It may require job descriptions of what your work is. It may

(Continued on Page 85)

Ten Magazines Revise Ad Rates and Circulation

NEW YORK, July 23—Revised advertising rates and circulation figures were announced this week by 10 magazines.

American Girl, published by Girl Scouts of U. S. A., will increase its circulation guarantee from 650,000 to 700,000, effective with its January issue, and will boost its ad rate base from $2,200

(Continued on Page 88)

Burnett Drops 'Open Pore' Photos for Marlboro Man, Switches to Paintings

Agency Resorts to Brush to Keep Series Alive in People's Conversation

CHICAGO, July 23—The camera has given way to the artist's brush in a new series of Marlboro cigaret ads which broke in midwestern newspapers last Sunday.

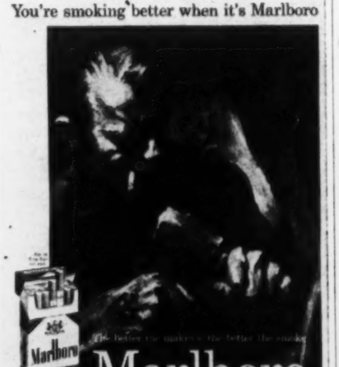
The Marlboro Man, still exuding masculinity clear down to his tattoo, has been portrayed by Gustav Rehberger, New York artist who has done advertising art for several agencies in the past. His movie ad illustrations include "Old Man and the Sea," "Moby Dick" and "The Defiant Ones."

"We felt we had gone as far as we could with a camera," explained Draper Daniels, exec vp in charge of creative services for Leo Burnett Co., which handles Marlboro for Philip Morris Inc.

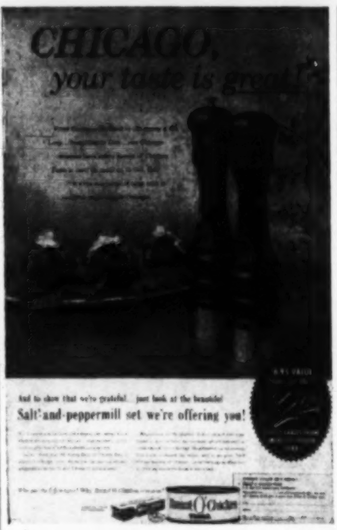
He also noted that the "open pore" school of photography, with which Burnett launched the Marlboro man early in 1955, started a fad which "I've never seen imitated more widely or more quickly."

■ Expounding on the switch from photographs to paint, Mr. Daniels said: "The power of the Marlboro Man advertising has always been in the human face shown. The camera makes a blueprint, but the artist can make people feel things more strongly when viewing his work. Mr. Rehberger has great skill as a portrayer of masculinity. I think he's going to be one of the

(Continued on Page 85)


You're smoking better when it's Marlboro
Marlboro
Marlboro

NEW FACE—*This sculptor is the first of the new Marlboro men as depicted by artist Gustav Rehberger. Print ads broke July 26.*


CHICAGO, your taste is great!
Salt'and-peppermill set we're offering you!
Breast O' Chicken

SALTY DEAL—*Breast O' Chicken Tuna will offer this salt-and-pepper mill premium to Chicagoans with this four-color ad in the Chicago Tribune July 30 and Daily News Aug. 13. Robinson, Jensen, Fenwick & Haynes, Los Angeles, is the agency.*

Lifebuoy Gets Out of Red by Becoming White

NEW YORK, July 23—The culmination of a ten-year Lever Bros. campaign to completely change the public image of Lifebuoy soap may be seen in the new white Lifebuoy which achieved full national distribution this month.

White Lifebuoy was first tested last fall in Cleveland and Cincinnati and national introduction started in two-thirds of the country last month. The final third is now getting distribution.

"The active soap for active people" is the advertising theme, and

(Continued on Page 88)

$96,000,000 for GF in '59 . . .

Underspending on Ads Is Wasteful: Mortimer

General Foods Head Tells Stockholders GF Boosts Ad Budget 10%

NEW YORK, July 22—General Foods Corp. spent a total of $96,000,000 for advertising in fiscal 1959 (ended March 31). This compares with fiscal 1958's ad budget of $87,000,000, and $77,700,000 in fiscal '57 (AA, June 9, '58).

Charles G. Mortimer, GF's president, announced the $96,000,000 figure today at the corporation's annual stockholders meeting, and made an extended explanation of the reasons for the results of such an expenditure.

"Most importantly," he said, "advertising is necessary if the business and the profits are to continue to show healthy rates of growth so we can continue to pay dividends. And I hardly need to remind you again that a business must continue to grow or it will slip back swiftly. There is no standing still."

Charles Mortimer

Referring to a display, at the entrance of the meeting room, of the corporation's 81 principal consumer-advertised grocery products, Mr. Mortimer emphasized that the exhibits told only part of the story.

■ "While television, magazine, and newspaper advertising costs are substantial," he said, "a good portion of the $96,000,000 we invest in this function goes for other important ways in which we communicate with consumers. These include radio and poster advertising, the cost of display material for use in retail stores, package premiums, prize contests, coupons and the various consumer deal promotions with which so many of you are familiar.

"Advertising, in short, includes all the dollars we spend to stimulate and promote the sales of all the individual General Foods brand name products.

"An important point I want to register is this," Mr. Mortimer said. "When we start to make up our market plans for the year, we do not say, 'We will spend so-and-

(Continued on Page 44)

Little IDs on TV Hit $56,825,000, Up 16%, Says TvB

NEW YORK, July 24—Quickie tv advertising plugs have a strong appeal for a lot of advertisers, according to the Television Bureau of Advertising.

After sifting through its 1958 spending records, TvB reported that 189 companies budgeted $50,000 or more for tv IDs—ten-second station identification spots—last year. A total of $56,825,000 was spent on this kind of tv time.

In 1956, there were 155 companies in the $50,000 and over ID spending category for a total outlay of $46,806,000. Four more companies were added in 1957 for an aggregate expenditure of $48,856,000. As in the case of all bureau figures, these do not include talent-production costs.

The top ID advertisers, with time expenditures, were Lever Bros. ($4,246,770); General Foods ($2,992,560); P. Lorillard Co. ($2,015,700); Philip Morris Inc. ($1,533,040); J. A. Folger & Co. ($1,286,140) and Bristol-Myers Co. ($1,093,510). #

Last Minute News Flashes

Coopers Names Thomas Brumm Ad Manager

KENOSHA, July 24—Thomas Brumm, account executive at Campbell-Mithun, Chicago, will join Coopers Inc., maker of Jockey brand underwear, sportswear and hosiery, Aug. 3 as advertising manager. He succeeds Richard F. Johnson, who left Coopers in April.

Kellogg Sets Push for OKs, New Oat Cereal

BATTLE CREEK, July 24—Kellogg Co. will launch a "strong advertising campaign" in eastern seaboard markets next month for a new oat cereal called OKs. Color newspaper ads will be used in the consumer kick-off drive; mobile displays, banners, shelf cards and posters are planned for the trade. Featured on the package and in the advertising will be Big Otis, "a rugged Scottish Highlander." Leo Burnett Co., Chicago, is the agency.

Vick Plans Fall Drives for Four New Products

NEW YORK, July 24—Vick Chemical Co. this fall will introduce four new products with national campaigns. They are VapoSteam, a water additive for steam treatment of colds; Formula 44 cough syrup; Sinex nasal spray and Bio-Medic throat lozenges. Bio-Medic sells for 89¢, the rest for 98¢. Print advertising will be used for VapoSteam and Bio-Medic, print and television for the other two. Morse International is the agency.

(Additional News Flashes on Page 89)

Fall TV Trend . . .

More Hour Shows on Magazine Plan Set by TV Nets

NEW YORK, July 23—The most significant network tv programming trend for fall in the eyes of agency men who appeared at the recent FCC probe was the sharp increase in the number of hour-long, multiple-sponsor shows. Many of these hours sell minute participations.

From the networks' point of view, this trend toward a magazine-like selling pattern has enabled them to keep tight control over the programming. The networks have managed to keep the program reins despite the fact that most of these shows are pro-

(Continued on Page 88)

Farm Publication Ad Pages Up 5.8%, Lines 8% in 1st Seven Months of '59

Ads Gain in Three Groups, Drop in Three, Table Prepared by 'AA' Shows

CHICAGO, July 22—Farm publications in the U.S. are sharing prosperity with their consumer brothers (AA, July 20), ADVERTISING AGE's tabulation of advertising pages and lines for the first seven months of 1959 shows (*see tables on Pages 78 and 79*).

According to the compilation of pages and linage reported to AA each month by publishers, farm publication pages were up 5.8% in the first seven months of 1959 over the similar period of 1958, and lines were up 8% for the first seven months of 1959 over 1958.

Excluded from this total are figures for a few publications for which July figures were unavailable at the time the table went to press. Also excluded are the totals for Canadian farm publications, which are complete only up through June. In addition, these magazines are lumped together although they differ in frequency of issue—monthly, semi-monthly and weekly.

■ Pages for those publications measured here for the first seven months of 1959 were 16,606.6 compared with 15,697.8 in 1958. Linage hit 10,340,772 in 1959 compared with 9,575,603 the year before.

Figures for the various categories stack up like this:

General farm publications (the largest group in the compilation): Pages in 1959, 10,269.7, compared with 9,631.2 pages in 1958, a 6.6% increase. Lines were up to 7,123,277 in 1959, compared with 6,506,075 in 1958, a 9.5% boost.

Farm organizations and educational publications: Pages, down to 859.4 in 1959, compared with 947.2 in 1958, a drop of 9.2%; lines, down to 448,876 in 1959 from 497,590 in 1958, a dip of 9.8%.

Dairy and livestock publications: Pages, up to 3,340.0 in 1959 compared with 2,922.5 in 1958, a 14.2% increase; lines were up to 1,672,317, a 15.7% boost from 1958's 1,445,472.

Poultry publications: This group was down 2.1% in pages to 1,018.4 pages in 1959 from 1,040.7 pages in 1958. Lines were down 2.7% from 449,272 in 1958 to 436,938 in 1959.

Fruit and vegetable publications were down also. Pages were down from 928.5 in 1958 to 889.7 in 1959, a 4.1% drop; lines were down to 429,984 in 1959 from 449,690 in 1958, a 4.3% drop.

Newspaper-distributed farm sections also showed a slight increase. Pages were up from 227.7 in 1958 to 229.4 in 1959, a 0.7% increase, and lines were up to 229,380 in 1959 from 227,704 in 1958, also a 0.7% increase. #

Whitman Enters TV Scene in Two Pre-Yule Shows

Candy Marketer to Be Co-Sponsor of 'Wizard of Oz,' Bowl Broadcast

PHILADELPHIA, July 21—Stephen F. Whitman & Son, manufacturer of Whitman's chocolates, has purchased half-sponsorship (with Liggett & Myers) of the telecast of the Liberty Bowl (NBC-TV) Dec. 19.

This is Whitman's second major television purchase for the pre-Christmas season. The firm will also co-sponsor, with Benrus Watch (Grey Advertising), the two-hour telecast of "Wizard of Oz" (CBS-TV), slated for Dec. 13.

Whitman's participation in the two shows is its first entry into major television shows. It represents an increase in its ad budget of approximately 50%, it is believed. The company continues its schedule of advertising in consumer magazines.

■ The Liberty Bowl is the latest addition to the list of post-season football games; it is the first bowl game to be held in the East. The game, which is approved by the NCAA and the Eastern College Athletic Conference, will be held in Philadelphia's Municipal Stadium. Contestants will be a leading eastern team, to be selected by a panel of coaches, and a top-ranking team from another section of the country.

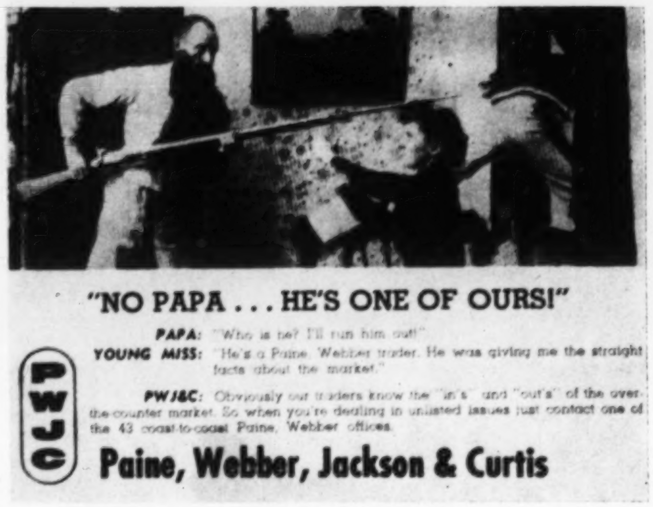
Whitman's agency is N. W. Ayer & Son. #

Lewin Asks Court to Name Referee in Hassle with Agency

NEW YORK, July 21—A 12-page employment agreement submitted in court here by A. W. Lewin to support his recent move to get a court-appointed arbitrator to referee a fight with his old agency reveals details of his salary, tenure and other agreements made when Lewin, Williams & Saylor merged with Emil Mogul Co. last January.

The agreement turned over to state supreme court by Mr. Lewin indicated he was to retire Dec. 31, 1961. His salary for 1959 was to have been $30,000; $24,500 in 1960 and $17,500 in 1961. He was also to have received a separate expense account of $6,000 in 1959 and $5,000 in 1960 and again in 1961, plus authorized allowances for traveling and other expenses,

(*Continued on Page* 87)



"NO PAPA . . . HE'S ONE OF OURS!"

PAPA: "Who is he? I'll run him out!"

YOUNG MISS: "He's a Paine, Webber trader. He was giving me the straight facts about the market."

PWJ&C: Obviously our traders know the "in's" and "out's" of the over-the-counter market. So when you're dealing in unlisted issues just contact one of the 43 coast-to-coast Paine, Webber offices.

PWJC

Paine, Webber, Jackson & Curtis

SPEEDY SWAIN—*Out the window goes lover-boy as pop shows up with Old Sure Shot. Text of this ad, one of a series whipped up by Albert Frank-Guenther Law, which feels strongly that financial advertising needn't be deadly dull, has daughter imploring father to lay off the rigger because "He's a Paine, Webber trader giving me the straight facts about the market." Paine, Webber traders, the ad says, "know the 'ins' and 'outs' of the over-the-counter market."*

Firestone's Ryan Tells Tribulations of 'Voice' to FCC

Ad Exec Tells Probers of Alternative Proposals Offered by Networks

WASHINGTON, July 22—Firestone Tire & Rubber Co. was "shocked" in 1954, when National Broadcasting Co. ousted the 26-year-old "Voice of Firestone" program from its regular time period, the Federal Communications Commission was told here today.

Firestone's merchandising and advertising director, Charles B. Ryan, testified that in 1951, Niles Trammell, then NBC president, had urged continuance of "Voice of Firestone," which he said was good not only for Firestone, but also good for NBC. Mr. Ryan indicated he would have been happier with a higher rated show but was over-ruled by his superiors.

"Voice of Firestone" was launched Dec. 3, 1928, the first

(*Continued on Page* 90)

Egad! Paine, Webber Brings Back Flicks in Trade Campaign

NEW YORK, July 22—An 80-year-old investment and brokerage firm is using oldtime movie stills in a light-hearted advertising approach to selling financial security, trust funds, investments and the like.

One insertion prepared by Albert Frank-Guenther Law for Paine, Webber, Jackson & Curtis shows an 1890 heroine reclining on an overstuffed period sofa, with the hero stealing up to her. Copy goes like this:

"Handsome Harry: 'What luck, I'll steal a little kiss while she's asleep!'

"Nell (to herself): 'I know I should scream for father, but I can't resist a Paine, Webber trader . . . especially when it's Harry!'

"PWJ&C: 'Clear proof, our traders know their way around dormant markets with the help of our 42 offices in 40 cities coast to coast'."

■ Another ad, titled "Gullible's Travels, a timely playlet for investors," tells the story of the dangers of listening to tip and rumor market information. The ad pushes professional information obtainable from member firms of the New York Stock Exchange. It offers a Paine, Webber booklet called "Foundation Stocks," which provides the names of 25 stocks "you can buy with confidence."

The ads are running in *Investment Dealers' Digest*, a weekly, through the remainder of this year. #

United Promotes Hawaii

United Air Lines has designated July 20 to Aug. 21 as Hawaii Month, and is using advertising and promotion designed to encourage air travel to the islands and to gain identification for United with the 50th state. Advertising will include newspaper ads in 44 cities, plus mention of the promotion in regular United advertising. Ticket offices will feature a Hawaiian decor, and the airline will sponsor a mainland tour of 20 cities for Miss Hawaii. N. W. Ayer & Son is the agency.

Seaway Names Syntax

Seaway Wholesale Grocery Co., Bedford Heights, O., has named Michael P. Syntax Advertising Agency, Cleveland, to handle its advertising. Bernice Kandel & Associates Advertising Agency, Cleveland, is the previous agency.

50 Years in One Shop, Gordon Best, Ex-Office Boy, Has Statesman's View

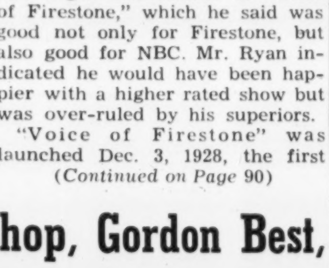
Eager Account Men Still Fret Copywriter, Agency Head Laments

CHICAGO, July 22—Gordon Best, president of the Chicago agency bearing his name, is a little edgy about letting it be known he's just celebrated his 50th year in the ad business.

"After all," he pleads, "people hearing that will figure I'm in my mid-70s and ready for the shelf, if not already on it. But they'd figure wrong. Fact is, I started in this business—in this very agency—as an office boy at age 14. I've still got a number of years to go."

He looks as if he does, too. A short medium-weight man of quiet manner, who has a careful, unhurried way of speaking, Mr. Best appears completely at ease at the helm of his 54-year-old agency.

The Best agency—which, of course, represents a goodly share of Mr. Best's life—has been billing a steady $10,000,000 for the past couple of years. A conservative shop, Best breaks into print only for periodic account gains—Helene Curtis' Lentheric and Comstock Foods in 1957 and Curtis' Shampoo Egg Plus and Campana Italian Balm in 1958, for example.



Gordon Best

■ When Mr. Best joined the agency in late June of 1909, it was the old McJunkin Advertising Agency,

(*Continued on Page* 58)

'Chicago Trib' Ties Labels into Consumer Contest

Monthly Winners Can Boost Take by $40,000 via Proper Grocery Buys

CHICAGO, July 22—A new series of monthly reader contests in the *Chicago Tribune* will feature tie-ins with grocery product advertisers.

Winners of the complete-the-statements contests will be awarded $5,000 to $45,000, depending on the number of labels from designated products which accompany their entries. The basic prize is $5,000, with a $2,000 bonus for each label, box top or other proof of purchase submitted.

A separate "Lucky Labels" contest will be run each month for 12 months, with 20 participating advertisers whose labels can earn bonuses. The contest consists of 20 statements needing one word for completion (one will appear each weekday), and two possible solutions for each statement.

Participation for the advertisers

(*Continued on Page* 56)

Hall Takes Over Agency Reins as Jackson Resigns

JEFFERSON CITY, Mo., July 22—Jackson, Haerr, Peterson & Hall has elected Richard A. Hall president of the agency, succeeding Graham Jackson, who resigned.

Mr. Hall, formerly chairman of the board, also will continue to handle the duties of that post, without the official title, and will continue to head the Jefferson City office of the Peoria, Ill., headquartered agency.

Richard Hall

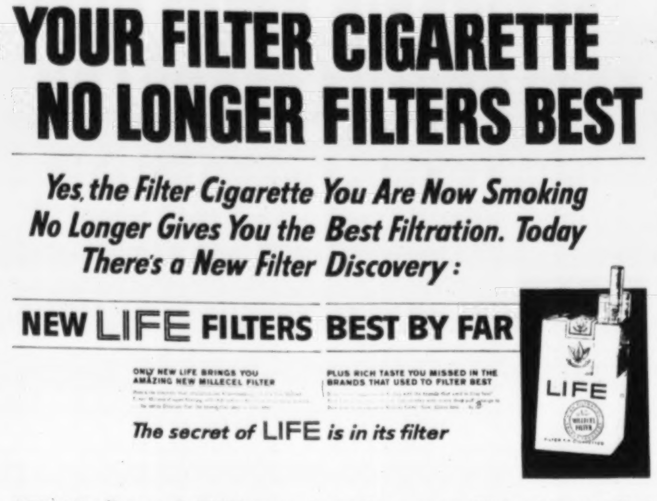
Graham Jackson

Mr. Jackson, who resigned "for personal reasons," said he will move from Peoria to the East to enter a business "related to the advertising field."

In other moves, the agency's board of directors was cut from six to five men: Mr. Hall; Philip J. Harney, manager of the Peoria office; Alvin R. Haerr, secretary-treasurer; Raymond Peterson, manager of the Chicago office, and Eugene McDaniels, head of the art and production departments. The latter four are all vps. At the same time, Mr. Haerr dropped his exec vp title in a new policy "to simplify titles."

Two new account executives have been added to the staff. John Haggerty, formerly with Bloomington Offset Process Co., has joined the Peoria staff, and Kirk Dodge, previously with KOMU-TV, Columbia, Mo., has joined the Jefferson City staff.

Mr. Hall told ADVERTISING AGE that billings for the first half of 1959 have been running at the rate of $2,500,000, more than making up the billings loss incurred when the agency sold its Minneapolis operation late last year. He predicted that the last half of this year would show a 20% increase, and said the agency expects to be in the $3,000,000-plus class in 1960. #



YOUR FILTER CIGARETTE NO LONGER FILTERS BEST

Yes, the Filter Cigarette You Are Now Smoking No Longer Gives You the Best Filtration. Today There's a New Filter Discovery:

NEW LIFE FILTERS BEST BY FAR

ONLY NEW LIFE BRINGS YOU AMAZING NEW MILLECEL FILTER

PLUS RICH TASTE YOU MISSED IN THE BRANDS THAT USED TO FILTER BEST

The secret of LIFE is in its filter

NEW LIFE—*Brown & Williamson is testing a new filter cigaret called Life in Northern New York State in such markets as Buffalo, Rochester and Syracuse. Newspaper ads like this push the cigaret's new millecel filter with "millions of super-filtering cells" which give the "best filtration."*

Cigaret Folk Huff, Puff, Proliferate Brands, Types, Marketing Methods

Dozen New Brands May Only Be Omen of Changes Yet to Come

NEW YORK, July 23—If it's New, NEW, NEW, chances are the cigaret industry's got it. As witness:

Since January, 1958, the industry has introduced such new brands as Mayfield, Diplomat, Mapleton, Richmond, Spring, Alpine, Belair, Vanguard, Life, Frappe and Trim.

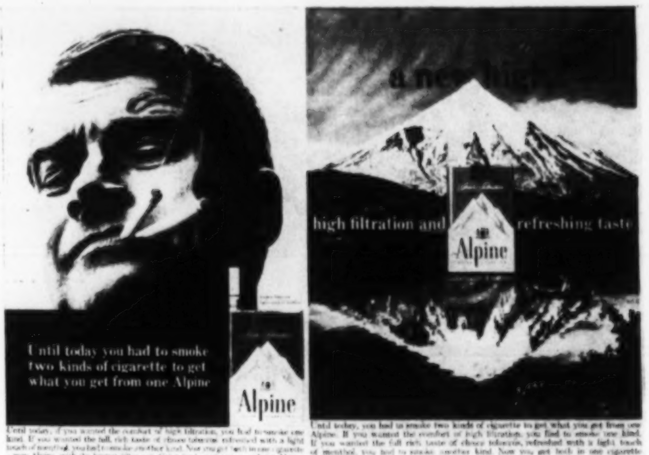
And the end is not yet. American Tobacco, Reynolds and Liggett & Myers are all believed to be readying new entries in the smoke sweepstakes.

There was at least one report this week that Liggett & Myers was getting set to test a brand called Duke, a name which it registered with the patent office in 1957.

In the absence of a new brand, there are other changes to be rung.

- Marlboro, which put "flip-top box" into the language, shifted last month to a heavy sell of the soft pack.
- Philip Morris decided to get Johnny to step back into those store windows all over America.
- Raleigh turned things upside

(*Continued on Page* 90)


a new high
high filtration and
refreshing taste
Alpine
Until today you had to smoke two kinds of cigarette to get what you get from one Alpine
Alpine
a new high: high filtration and refreshing taste

AD, CARTON AND PACK—*Philip Morris Inc., launching its new Alpine, a high filtration cigaret with high porosity paper and a light touch of menthol, will use newspaper ads like these, plus commercials on tv. Doyle Dane Bernbach Inc. is the agency.*

Cowles to Publish Puerto Rico's 1st Daily 'en Ingles'

NEW YORK, July 22—Puerto Rico's first English-language daily—to be called either the *San Juan Star* or *Puerto Rico Star*—will be published "about Nov. 1" by Gardner Cowles, president of *Look* and of the *Des Moines Register & Tribune*.

Mr. Cowles told ADVERTISING AGE that the newspaper, a morning tabloid, represents a "personal investment" and is independent of his magazine and other newspaper interests.

Mr. Cowles would not estimate the daily's potential circulation, but pointed out that about a third of the island's 2,300,000 population speaks and reads English "fluently."

Mr. Cowles said he will hold controlling interest in the newspaper and will act as board chairman. William J. Dorvillier, Puerto Rico newspaper man, will be president and publisher and a principal stockholder, as will "one or two other leading citizens of the island," Mr. Cowles said. #

'License to Print Money' . .

Thomson Parlays 'Retirement' into New Media Empire

Canadian Publisher Adds Kemsley Newspaper to Scottish TV Operation

By Mark Random

LONDON, July 21—A newspaper empire changed hands last week.

Toronto-born publisher Roy Thomson, who owns 28 newspapers in the U.S. and Canada, bought control of the giant Kemsley chain—one of Britain's biggest.

His deal netted him four Sunday newspapers, including the profitable *Sunday Times*; four provincial morning newspapers; seven evening newspapers, and a group of weeklies in the industry-rich Northwest, with a combined weekly circulation of nearly 14,000,000.

Thus this rotund, dynamic Canadian with the pebble-thick spectacles, who was almost unknown in Britain when he arrived six years ago, becomes a power to be reckoned with in publishing.

▪ Even now the full story of this deal cannot be told. First indication that something was afoot came only 13 days ago.

On the London Stock Exchange, barometer of the British business world, Kemsley shares shot ahead on that hot, muggy afternoon. No one knew why—except those who weren't telling.

By the time the market closed at 3:30 p.m., Kemsley shares were 11 shillings ($1.54) higher for the day, at $7.35.

That night came the first definite news. Lord Kemsley announced that "negotiations are proceeding which, if concluded, would be advantageous to ordinary shareholders." He advised holders to hold but said negotiations were still in "an early and tentative stage." He did not name Mr. Thomson.

All day Thursday, July 9, the rumor mills of Fleet St., London's newspaper row, were grinding out new stories by the hour.

Meanwhile, the Kemsley shares climbed and climbed on the stock exchange. By Friday they had hit

(*Continued on Page* 38)

U.S. Cigaret Sales Rise . . .

Per Carton Cigaret Ad Cost Dips to 5.4¢ in '58

$115,988,128 Spending in Measured Media Makes 424 Billion in Unit Sales

CHICAGO, July 21—The leading U.S. cigaret makers sold more cigarets in 1958 than they did in 1957, but they put slightly less advertising money into measured media, ADVERTISING AGE's annual copyrighted study of cigaret advertising costs shows.

The smoke merchants spent $115,988,128 in measured media last year, to sell 424 billion cigarets, compared with $117,686,046 spent in 1957 to sell 409.4 billion cigarets. (The cigaret sales figures are taken from *Business Week's* annual survey.)

This means that in 1958 it cost the cigaret makers an average of $27.35 per million cigarets sold, or 5.4¢ per carton, to advertise the brands listed in this study. This compares with $28.74 per million cigarets sold, or 5.7¢ per carton, for the brands in AA's study of 1957 ad costs. (The 1957 ad costs have been recalculated in line with revisions made for 1957 sales by *Business Week*. However, the difference is not enough to change the over-all ad cost figure, and only makes a slight difference in some of the brands listed in the chart accompanying this story.)

Filter cigarets continued to be the big news in sales in 1958, accounting for 46.6% of all cigarets sold, according to the *Business Week* study. With the exception of a modest gain for American Tobacco Co.'s non-filter king-size Pall Mall, filter cigarets were responsible for 1958's entire increase in sales.

But during 1958 some weeding out among filter brands can be seen. In contrast to previous years, in which all filter labels either gained or held ground, in 1958 most of the growth spurt came from a few brands, especially from P. Lorillard's Kent. Most of the other filter brands registered small gains, but Liggett & Myers' L&M,

(*Continued on Page* 82)

'Journal of Commercial Art' to Be Published in August

Journal of Commercial Art, a new monthly magazine devoted to the professional interests and problems of commercial art practitioners and aspirants, will begin publication in August. The publishers are Bob Blanchard and Dick Coyne, co-owners of a 12-man art studio. The *Journal's* address is 809 San Antonio Road, Palo Alto, Cal.

The magazine will be nationally distributed by paid subscriptions at $12 a year and single-copy sales at retail art supply stores at $1.50 a copy. *CA's* size will be 8½x11⅛". The one-time rate on the b&w page will be $500.

Alpine Launches National Drive

Philip Morris' New Brand Will Be Pushed in Dailies, on Net TV

NEW YORK, July 21—Philip Morris Inc., which has been testing a new mentholated, king-size, filter-tip cigaret called Alpine (AA, June 15), today announced that the brand will be distributed nationally and supported by a vigorous national advertising campaign.

First ads will appear this week in New York and New England, with four-color newspaper pages showing an Alpine mountain-and-lake scene. In addition, the brand will be featured on "To Tell the Truth," "Reckoning," "Rawhide," and "Doug Edwards & the News" (CBS-TV), and on "Tombstone Territory" (ABC-TV).

In the fall, Alpine will be advertised over the CBS network on "Perry Mason," "The Many Loves of Dobie Gillis" (new Max Shulman situation comedy), professional football games of the week, and on "Troubleshooters," a new NBC-TV adventure series, and the "Loretta Young Show."

Doyle Dane Bernbach Inc., which also handles the Benson & Hedges brand for Philip Morris, is the agency.

A full line of merchandising aids also has been prepared, including: posters, point of sale displays, shelf talkers and window banners.

The ad theme in all media will be: "Alpine combines in one cigaret two of the features smokers are now demanding—high filtration and a light touch of menthol."

▪ Alpine's name and package design, as well as the product itself, underwent extensive tests by the company, by Elmo Roper and by Louis Cheskin's Color Research Institute. The cigaret was developed by the Philip Morris research and development department, which will soon move into its new quarters at McComas Research Center, Richmond, Va.

Joseph F. Cullman III, president of Philip Morris Inc., said that currently filter brands represent about 50% of cigaret sales, and menthol brands nearly 10% of the total. #

PLANNING GROUP—*Shown discussing ad plans for Philip Morris' new Alpine are (left to right) Alan Bick, brand manager; Ned Doyle, vp, Doyle Dane Bernbach Inc., agency for Alpine; Roger Greene, vp-advertising, and George Weissman, vp and director of marketing, Philip Morris Inc. The two cigarets Mr. Weissman is holding symbolize Alpine's advertising theme.*

Kraft's $50,000 Sweepstakes Again Promotes 'Dine Out'

CHICAGO, July 23—For the third successive year, Kraft Foods Co. is supporting the National Restaurant Assn.'s "Dine Out" promotion with a $50,000 sweepstakes campaign open to restaurant patrons and aimed at boosting restaurant patronage. The contest closes Aug. 31.

As in previous years, entries are made on forms available at participating restaurants. Only names and addresses are required on the forms and the winners are selected by a drawing early in September.

Take the family out to eat, get in on
Kraft's $50,000.00 Restaurant Sweepstakes
1684 PRIZES...Nothing to buy!
Just fill out official entry blank
4 FIRST PRIZES!

SWEEPSTAKES—*Kraft Foods' own product sell takes a minor role in this color page in the Aug. 17 Life and Aug. 18 Look promoting a $50,000 sweepstakes program in behalf of the National Restaurant Assn.'s "dine out" campaign.*

■ In a switch from the earlier sweepstakes in which Thunderbirds and other Ford cars were the top prizes, Kraft this year is offering four first prizes of 5,000 silver dollars. Other prizes, of which there are 1,684, include ten RCA Victor color tv receivers, 20 RCA Victor stereo hi-fi units, 600 Sunbeam frypans, 50 Schwinn bikes and 1,000 Eastman Kodaks.

Consumer advertising on the sweepstakes broke with a color spread in *The Saturday Evening Post* of July 25. It will be followed by a color spread in the August *Ebony* and color pages in the Aug. 17 *Life* and Aug. 18 *Look*.

A b&w page in the June 6 *Editor & Publisher* promoted a Kraft kit on how to boost restaurant linage.

J. Walter Thompson Co., Chicago, is handling the campaign. #

Crash Injures 'Courier-Journal's' Cornette, Kills Wife

Douglas Cornette, assistant general manager of the *Louisville Courier-Journal* and *Times*, was seriously injured and his wife, Bernice, was killed in an auto accident July 20 in suburban Middletown, Ky. Mr. Cornett suffered a broken leg and possible skull fracture. He is in St. Joseph Infirmary, Louisville.

Highlights of This Week's Issue

General Foods Corp. spent a total of $96,000,000 for advertising in fiscal 1959 (ended March 31), a boost of 100% over 1958's budget, stockholders are told .... Page 1

Lifebuoy launches white bar in culmination of 10-year effort by Lever to alter the soap's market image, improve its share of the market .... Page 1

"Open pore" photos of the tattooed Marlboro Man are dropped as Leo Burnett Co. inaugurates series of drawings of the famous conversation-starting he-man .... Page 1

Farm publications share prosperity with their big consumer brothers as pages rise 5.8% in the first half of 1959 over 1958 and linage goes up 8% .... Page 2

The Chicago Tribune ties in a new series of monthly reader contests with grocery products advertisers, with the size of contest prizes depending on the number of labels from designated products sent in by contestants .... Page 2

Whitman chocolates breaks into television with two pre-Christmas shows—half sponsorship of the Liberty Bowl telecast on NBC and co-sponsorship of "The Wizard of Oz" on Dec. 13 .... Page 2

Gordon Best, celebrating his 50th year in advertising, points out this doesn't make him a doddering old man, since he started in the business (and in the same agency) as an office boy at the age of 14 .... Page 2

Paine, Webber, Jackson & Curtis, 80-year-old investment and brokerage firm, digs up some old movie stills to illustrate light-hearted series of advertisements .... Page 2

Per-carton cigaret ad costs dipped in 1958 to 5.4¢ from 5.7¢ a carton in 1957; the leading cigaret makers spent $115,988,128 in measured media in 1958 .... Page 3

Two new cigarets are launched in mounting competition and in midst of attacks on cigarets as health menace, with Brown & Williamson launching its new Life cigarets with a new filter and Philip Morris putting its Alpine mentholated filter-tip cigaret on the national scene .... Page 3

Roy Thomson, Canadian-born publisher and owner of 28 newspapers in the U. S. and Canada, surprises British publishing world with his purchase of the Kemsley newspaper chain .... Page 3

New Puerto Rican daily is launched by Gardner Cowles, president of Look and the Des Moines Register and Tribune .... Page 3

Texas Agency Man Pat Henderson opens a hosiery shop in order to show what a coordinated program of advertising, promotion and decoration can accomplish .... Page 10

Industrial Marketing completes distribution of the biggest Market Data & Directory issue it has ever published .... Page 11

Heavy industry is adopting marketing techniques of the consumer goods field in attempt to reach the ultimate consumer, George Ketchum, president, Ketchum, MacLeod & Grove, says .... Page 20

U. S. newsprint consumption hits new high in first half of 1959 .... Page 21

Tv tape helps Lennen & Newell use tricks in Kent commercials at lower cost and with time savings .... Page 24

Half as many people commute from New York to Connecticut's Fairfield county, home stomping grounds for many advertising and allied workers, as commute the other way, Connecticut reveals .... Page 28

Babbitt Co. gets some kind words from a congressman for its Own a Bit of America promotion after Rep. Multer's attack on the savings-stamp premium offer .... Page 46

Knickerbocker beer and Merkel's knockwurst join in new "knock, knock for Knickerbocker and Merkel's Knockwurst" on radio and tv .... Page 54

Grady Edney, national program director for radio, Storer Broadcasting Co., finds strikingly similar moral in radio's story and "The Wizard of Oz" .... Page 74

FIGURES TO FILE

Network Gross Time Charges .... Page 6
Nielsen Radio Sponsors .... Page 32
Nielsen Tv Ratings .... Page 40
Chain Store Sales .... Page 54
Department Store Sales .... Page 60
Farm Magazine Pages, Linage .... Page 78, 79
Cigaret Ad Costs .... Page 82

REGULAR FEATURES

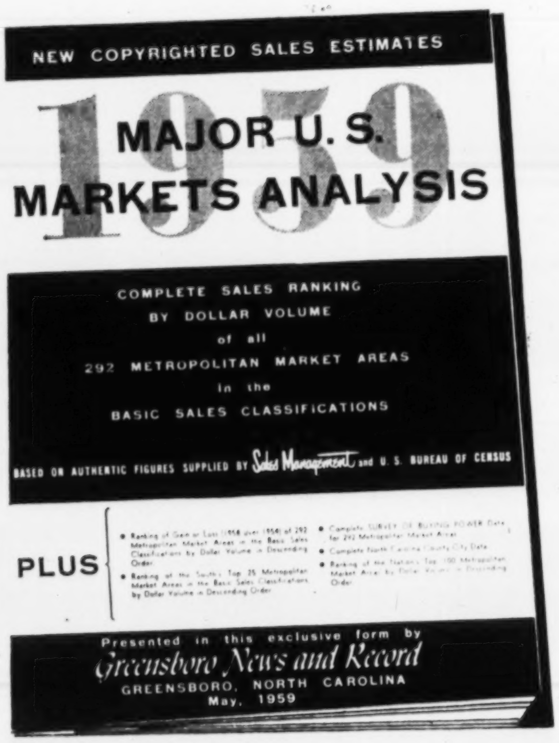
Advertising Market Place 86
Agencies Ask Us 76
Along the Media Path 42
Chain Store Sales 54
Coming Conventions 84
Creative Man's Corner 72
Editorials 14
Farm Publication Linage 78
Getting Personal 18
Learning from the Retail Ads 72
Looking at Radio and Television 70
Merchandising Ideas 52
Obituaries 85
Peeled Eye Dept. 74
Photographic Review 62
Rough Proofs 14
Salesense in Advertising 72
Voice of the Advertiser 80
What They're Saying 14

ICC Issues Outdoor Guide

How is the audience for outdoor advertising measured in different countries? A 28-page brochure outlining the situation in 12 countries has been issued by the International Chamber of Commerce, along with a plea for standardization of such data. The booklet is available from the ICC's U. S. Council, 103 Park Ave., New York, for 75¢.

FREE! 1959 Market Study helps you put your finger on

AMERICA'S TOP MARKETS



NEW COPYRIGHTED SALES ESTIMATES

1959

MAJOR U. S. MARKETS ANALYSIS

COMPLETE SALES RANKING
BY DOLLAR VOLUME
of all
292 METROPOLITAN MARKET AREAS
in the
BASIC SALES CLASSIFICATIONS

BASED ON AUTHENTIC FIGURES SUPPLIED BY Sales Management and U. S. BUREAU OF CENSUS

PLUS
- Ranking of Gain or Loss (1958 over 1954) of 292 Metropolitan Market Areas in the Basic Sales Classifications by Dollar Volume in Descending Order
- Ranking of the South's Top 25 Metropolitan Market Areas in the Basic Sales Classifications by Dollar Volume in Descending Order
- Complete SURVEY OF BUYING POWER Data for 292 Metropolitan Market Areas
- Complete North Carolina County City Data
- Ranking of the Nation's Top 100 Metropolitan Market Areas by Dollar Volume in Descending Order

Presented in this exclusive form by
Greensboro News and Record
GREENSBORO, NORTH CAROLINA
May, 1959

Just Published!

1959 Major U. S. Markets Analysis. Based on authentic data from Sales Management Survey of Buying Power and U. S. Bureau of Census. Published annually by Greensboro News and Record.

Highly prized by media buyers, advertising and sales managers, research and marketing experts.

Pick the Markets that Pay Off!

Put your advertising and sales dollars into the major markets that have proven their value on the basis of actual sales.

Yardstick to Measure Your Sales!

Ranking of sales in all 292 Metropolitan Market Areas by dollar volume in all basic classifications.

Ranking of Gain or Loss (1958 over 1954) of 292 Metropolitan Market Areas in all basic classifications.

Ranking of the South's Top 25 Metropolitan Market Areas in all basic classifications. Ranking by dollar volume of the Nation's Top 100 Metropolitan Areas.

For your copy of 1959 Major U. S. Market Analysis *write on company letterhead*

to: Advertising Research Department

Greensboro News and Record, GREENSBORO, N. C.

79th MARKET IN THE NATION—15th IN THE SOUTH IN TOTAL RETAIL SALES

or JANN & KELLEY Newspaper Representatives

Chicago
360 N. Michigan Ave.

Atlanta
323-24 Palmer Building

New York
366 Madison Ave.

San Francisco
111 Sutter St.

Detroit
926 Buhl Building

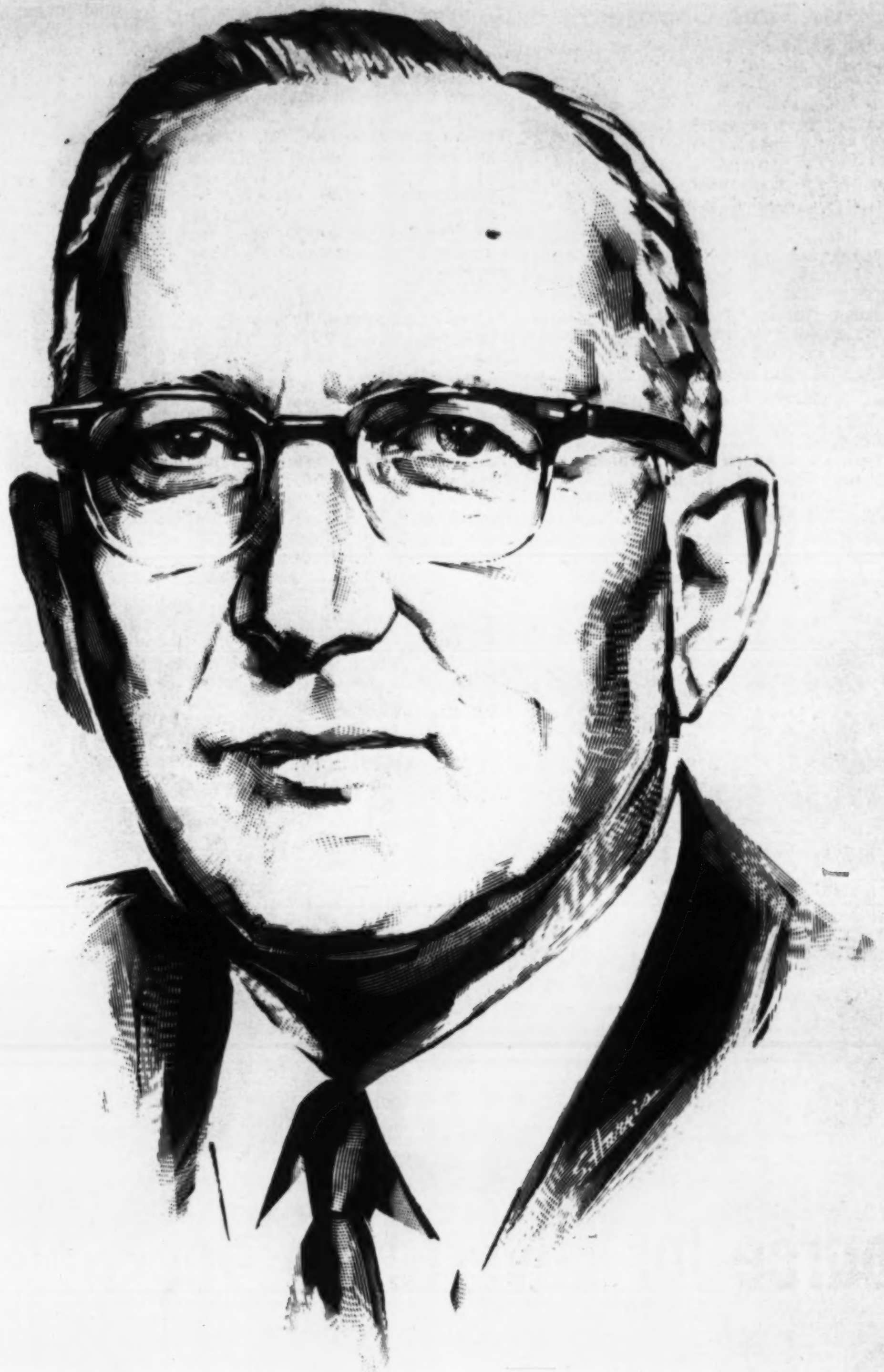
Los Angeles
2412 7th St.

Kansas City
1009 Baltimore Avenue

B&W/*reproduction*

CM&H/ *have long been famous for the finest color plates. We put the same careful craftsmanship into every zinc and halftone that we put into our color plates. For the finest possible halftones, zincs and combinations call us.*

COLLINS, MILLER & HUTCHINGS, INC.
America's Finest Photoengraving Plant
333 WEST LAKE STREET, CHICAGO



A message to advertisers about THIS WEEK Magazine:

"THIS WEEK Magazine really 'makes things happen' in our chain. Our managers know that the products they see advertised in THIS WEEK on Sunday will start moving out fast on Monday. This happens week after week, so we know the tremendous moving force that is at work for us in THIS WEEK Magazine."

H. Winer
President, Elm Farm Foods Co., Boston, Mass.
(40 stores, $60,000,000 annual volume)

To Move Goods Fastest... Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Network TV Gross Time Charges

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Report

	May 1958	May 1959	% Change	Jan.-May 1958	Jan.-May 1959	% Change
ABC	$ 8,477,755	$ 9,946,570	+17.3	$ 44,230,215	$ 52,492,402	+18.7
CBS	20,970,022	22,464,493	+ 7.1	104,314,359	110,759,141	+ 6.2
NBC	18,470,368	19,674,494	+ 6.5	90,757,770	97,509,662	+ 7.4
Total	$47,918,145	$52,085,557	+ 8.7	$239,302,344	$260,761,205	+ 9.0

MONTH BY MONTH—1959

	ABC	CBS	NBC	Total
Jan.	$10,647,078	$22,129,248	$19,299,853	$52,076,179
Feb.	10,024,460	20,806,220	18,053,828	48,884,508
March*	11,565,031	23,265,395	20,728,315	55,558,741
April*	10,309,263	22,093,785	19,753,172	52,156,220
May	9,946,570	22,464,493	19,674,494	52,085,557

* Figures revised as of June 26, 1959.

Cargill, Wilson Adds Acme

Acme Visible Records, Crozet, Va., maker of visible record equipment, has appointed Cargill, Wilson & Acre, Richmond, to handle its magazine advertising. E. H. Brown Advertising Agency, Chicago, which formerly handled Acme's magazine advertising, will continue to prepare company literature.

Zuehlsdorff Joins Kreer

Donald C. Zuehlsdorff, formerly account executive with Ketchum, MacLeod & Grove, Pittsburgh, has joined Henry B. Kreer & Co., Chicago, as an account executive.

Cochran Leaves Stebbins, Joins McNeil & McCleery

Burt Cochran has joined McNeil & McCleery, Los Angeles, as exec vp and a principal with the agency changing its name to McNeil, McCleery & Cochran. Mr. Cochran had been vp in Southern California for McCann-Erickson 17 years until a year ago when he left to form Stebbins & Cochran with Barton Stebbins, who has purchased his interest in that agency.

Krim-Ko Acquires Bireley

Krim-Ko Corp., Chicago marketer of dairy product flavoring ingredients, has acquired the Bireley soft drink division of General Foods Corp. and will operate it as a wholly owned subsidiary. The acquisition includes all of Bireley's franchise business and its foreign operations. Young & Rubicam is the Bireley agency. Krim-Ko says no decision has been reached as to whether Y&R will retain the account. Irving J. Rosenbloom Advertising, Chicago, is Krim-Ko's agency.

MOST VALUABLE—*George J. Watts (right), vp in charge of advertising and pr, Republic National Bank, receives award as "most valuable member" of the Dallas Advertising League for 1958 from Fallon Snyder, Johnston Printing Co., last year's winner.*

Aspirin Hassle Is About Product, Not Seller, Says Judge

BUFFALO, July 21—The Pharmaceutical Society of the State of New York was denied permission to intervene in a suit involving the sale of Bayer aspirin by Loblaw Inc., food chain.

The society had sought permission from Robert E. Noonan, state supreme court justice, to intervene in Loblaw's suit against the state board of pharmacy, which seeks to prevent the sale of the tablets in Loblaw's chain.

The board seeks to prevent stores other than drug stores from selling the tablets because, the board contends, aspirin is a drug and therefore should be sold only by licensed pharmacists. Edwin F. Jaeckle, counsel for Loblaw, opposed the intervention and was sustained by Justice Noonan.

■ "The problem here is not the qualifications of persons serving the public in a licensed professional capacity, but rather whether a certain product is or is not a proprietary medicine," Justice Noonan said in a memorandum.

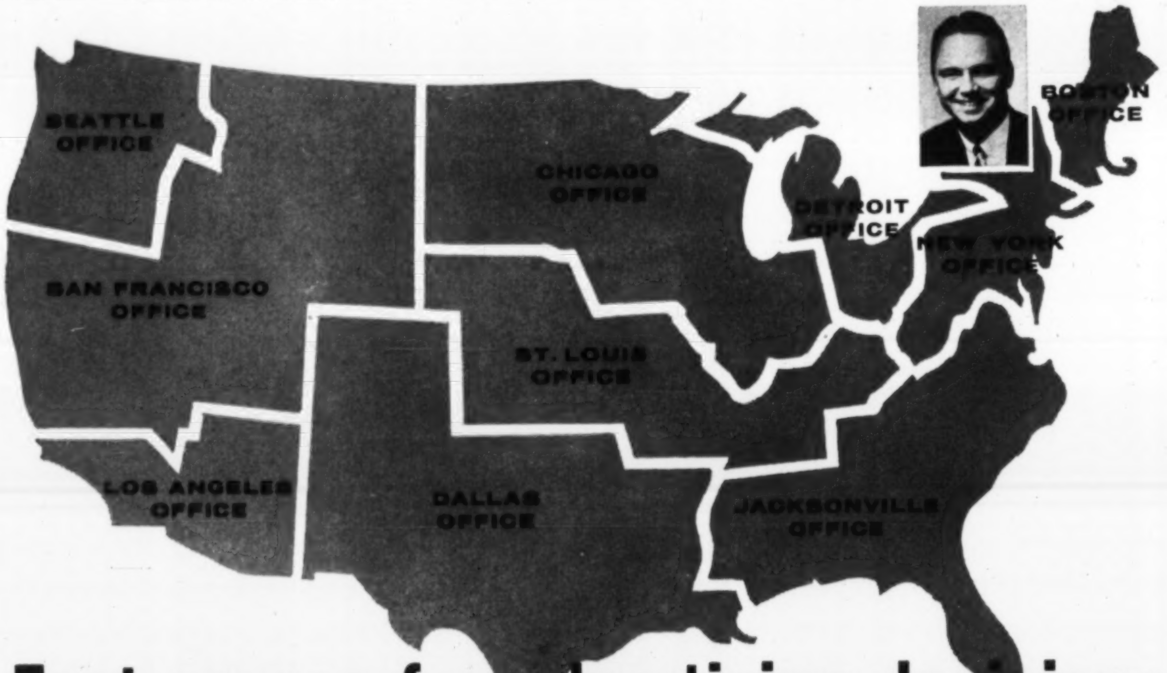
"The society seeks to draw a comparison with that of bar associations and medical societies with respect to the unauthorized practice of the law and medicine. It should be pointed out these societies have certain rights, with respect to unauthorized practice, given to them by law.

"Protecting the public from the practice of medicine or law by persons not licensed to so practice is a very different situation than protecting the public from purchasing aspirin from someone other than a pharmacist or one under the supervision of a pharmacist."

■ The court activity this week represented another phase of a continuing effort on the part of New York drug men to stem incursions into their operations by food retailers. Last week (AA, July 20) the state pharmaceutical society distributed to its members an ad headlined, "So you think aspirin is harmless." #

Foley Returns to NBC Radio

"The Red Foley Show" will return to NBC Radio Saturday, Aug. 8, 12:30-12:45 p.m., EDT, under the sponsorship of Hess & Clark, Ashland, O., manufacturer of livestock and poultry medications and insecticides. The program, originating from the Jewell theater in Springfield, Mo., will star the vocalist and feature a rotating cast of country music singers and instrumentalists. The show, which originated on ABC Radio, was last heard several months ago on NBC. Hess & Clark's buy was made through Klau-Van Pietersom-Dunlap, Milwaukee.



Fact-source for advertising decisions

JACK DENNINGER, *Vice President and Eastern Sales Manager, has charge of agency-contact in Blair-TV's New York office – one of ten offices providing fast, efficient service to Advertising.*

New York City is headquarters for more than half the agencies billing $25,000,000 or more annually. Each business day sees these New York agencies reach decisions involving more than a million dollars in Spot Television . . . decisions that demand a basis of factual data with down-to-the-moment accuracy.

When the decisions concern any or all among 25 of America's great television stations, these inquiries converge on a single focus – the New York office of Blair-TV. Few organizations in the entire field of advertising have an equally effective system for transmitting television data.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the primary objective toward which the work of our entire organization is constantly directed.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—
Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—
Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—
Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—
Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—
Tampa-St. Petersburg

THE NEW YORKER MAGAZINE, INC.

announces...

... the opening on July 1st
of an advertising sales office
at 1401 Peachtree Street, N. E.,
Atlanta 9, Georgia,
and the appointment of
Mr. John F. Crawford
as Southern Manager.
Telephone: Trinity 5-9516

THE
NEW YORKER

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

'Two-Home' Family Is Goal of Fir Plywood Makers in New Campaign

TACOMA, July 22—The slogan used to be, "Two cars in every garage." It may soon become, "Two homes for every family."

West Coast producers of fir plywood, setting out to create a new market in the years ahead of expanding leisure, have launched a new promotion under the headline, "Every family needs two homes, one for the work-week, the other for pure pleasure."

The first in this series ran earlier this month in *The Saturday Evening Post* in facing half-pages in four colors. Copy reads, "There's a wonderful world of leisure ahead for you and your family. You can live that leisure when you have a second home—a special holiday headquarters away from the crowds and confusion where you can enjoy water sports, hunting, fishing or just plain relaxing. . ."

■ Other ads in similar size and layout are scheduled in the *Post* approximately every six weeks for the rest of the year.

The two-home promotion has been developed by the Douglas Fir Plywood Assn. as a means of creating a new market for plywood, the capacity for which continues to grow.

Data on the number of vacation cabins built each year is not available, but checking by the plywood group suggests that the number of cabin starts may run between 50,000 and 75,000 this year. The association figures that the number can be increased—perhaps doubled—and that vacation cabins are a prime outlet for plywood because of the saving plywood makes in labor at the site of construction.

■ As background for the campaign, W. E. Difford, managing director of the plywood association, told ADVERTISING AGE:

"I remember the time when people would not even consider a second bathroom. Then along came the second car. It's not going to be long now before we are not going to be satisfied without two houses. The four-day week and shorter work days are closer than a lot of us think.

"We first began looking at this idea of vacation cabins back in 1955. We know that there is a tremendous interest in the idea but it is hard to get statistical confirmation. Still, in one month alone, we have had 70,000 requests for plans and information on how to build vacation cabins; even then our promotion was confined primarily to publicity supported by only small coupons in some of our advertising.

"The second home is going to be a big thing. It is going to provide tremendous markets for everybody in the building materials field, for appliance manufacturers, builders and developers, lending agencies, etc. We in the plywood industry are leading the parade."

■ For plywood manufacturers, the second home is seen as an important outlet that can absorb the continued expansion in production. From 1953 through 1958 production of the West Coast fir plywood industry doubled. In spite of the recession in markets for plywood and lumber, new mills are being built, and in the second quarter this year the industry produced at the annual rate which Stanford Research Institute forecast, in a comprehensive survey of western forest products industry in 1954, would not be reached until 1975.

In the past 10 years the spectacular growth in plywood markets has come in the housing industry, with increasing quantities of plywood being used in each house. But industry leaders figure there's a limit to expansion in residential housing, and hence the interest in creating a new and growing market in the vacation home.

■ The first phase of the campaign is directed at consumers to sell the concept of the second home. The association is also working on the second phase—to convert consumer interest in vacation cabins into business for lumber dealers. For do-it-yourself cabins, the lumber dealer is seen as the logical source of supply, and DFPA is working on methods to get consumer inquiries into the hands of lumber dealers.

Condon Co. is the plywood association's agency. #

every family needs
homes!
...one for the work-week
the other for pure pleasure
build your holiday home with
Fir Plywood

SECOND HOME—*This ad broke the Douglas Fir Plywood Assn. "two-home family" drive in the Post.*

Senate Unit Ends Activity on Federal Fair Trade Measure

WASHINGTON, July 23—Any possibility that a new federal law on resale price maintenance would be enacted this year was erased when a Senate commerce subcommittee announced, "No action will be taken this year."

The decision to shelve fair trade for 1959 came as no surprise. It is very late in the legislative year for such controversial legislation to be given clearance, when neither the House nor the Senate has passed a bill.

It is now academic what happens to fair trade in the House, though a bill which would allow manufacturers to set uniform retail prices and forbid retailers to sell below established levels has been approved by the House commerce committee.

Next step on the House side would be clearance from the House rules committee, which has shown no disposition to remove this hot potato from its resting place.

■ Since this is only the first session of the 86th Congress, all legislation not completed before adjournment this year remains alive and ready for action in 1960. Another push to enact the fair trade bill may be expected next year. #

Agency Man Long Tells Compensation Plan in New Book

WHITEFISH BAY, WIS., July 21—An agency compensation system based on hourly fees is detailed in a newly published book by W. H. Long, advertising consultant and operator of the Milwaukee agency bearing his name.

The "service-hour" compensation system lists six classifications of service for which the agency charges. Costs range from under $10 an hour to $25 an hour. The six services are offered on a personal (by Mr. Long), or a staff, basis. They are:

1. Personal service, counsel, contact; planning time; to or with client personnel, client's or agency's office.

2. Research, surveys, market analysis; media analysis and selection; media conferences.

3. Copywriting: Advertisements, radio-tv, sales aids, brochures, collateral material, publicity, etc.

4. Service time at client and other sales meetings, conventions, exhibits; other work in field.

5. Service routine: Correspondence, suppliers, vendors; ordering, specifying, proofreading, checking.

6. Travel time: In transit on authorized or necessary trips, except between client-agency main offices.

In addition, the agency bills travel and other out of pocket expenses at cost.

■ Mr. Long said his system, inaugurated when he opened his agency in April, 1958, is the result of agency cost studies he has made for the past 14 years.

Other features of the system:

- Space and time commissions earned are credited against the client's total account.
- There are no agency mark-ups on purchased services and mechanical items. The agency orders, specifies, checks and bills on these services, but the client pays the supplier directly.
- Accounts, as between agency and client, are kept current monthly.

■ "During recent years the advertising agency compensation system—based on 15% commissions—has come under increasing scrutiny, and often outright attack, in many sectors of the advertising industry," Mr. Long said. "Advertisers, agencies, publishers and others are searching for a universal method."

He said the Long system "is so simple it's downright startling, we think. We get no income from ad repeats, multiple publications, artwork, printing, reprinting of material, etc. But we do get paid for every single legitimate hour of service we render. And that, we think, should be the terminal result of any business service."

Mr. Long's book, "Fundamental Principles & Prospectus," is available at $25 a copy from the author, 5347 N. Santa Monica Blvd., Whitefish Bay, Wis. It is not available to agencies with home offices in Wisconsin. #

Leslie Harris

Harris Leaves CBS Films to Head International TV Unit

NEW YORK, July 24—Independent Television Corp., the tv production-distribution company which is co-owned by Jack Wrather, U. S. business man, and Associated Television Ltd., London, has set up a new International Television Production Division, with headquarters in London.

Tapped to head this operation this week was Leslie T. Harris, who resigned as vp of CBS Films to take the new post. Mr. Harris was an independent producer and an executive at Benton & Bowles and at Colgate-Palmolive Co. before he joined the CBS syndication division in 1953.

■ Mr. Harris' appointment was announced by Mr. Wrather, chairman of ITC and a major U. S. station owner, and Michael Nidorf, co-chairman representing the Associated Television Ltd. interest in ITC. Mr. Harris will open the office in London with Associated Television, a tv program contractor. He will concentrate on developing co-production and co-financing deals and U. S. networks and sponsors for tv programs to be filmed in England and other countries. These films will be distributed internationally by ITC. #

Lanolin Plus Backs Baby Curl Debut With $1,000,000

NEW YORK, July 23—Lanolin Plus has launched a $1,000,000 campaign to introduce a new children's hair waving shampoo, Baby Curl, in 193 markets.

The company says it is using more than 5,000 tv and radio spots a week, most of them on the three major networks, to spearhead the campaign. Magazines, newspapers, Sunday supplements and trade publications are also on the schedule.

■ The product is a pink lotion packaged in a 79¢ 6-oz. size and a $1.35 12-oz. The range of dealer promotion pieces includes product display units, counter cards and window streamers.

Erwin Wasey, Ruthrauff & Ryan, Chicago, is the Lanolin Plus agency. #

Hogue Joins FC&B

Paul K. Hogue, senior account executive at McCann-Erickson, will join Foote, Cone & Belding, New York, on Aug. 3 as account supervisor on Liebmann Breweries. He succeeds William C. Matthews, who was recently named manager of FC&B's San Francisco office.

Patterson Named Exec VP

Walter Patterson has been named exec vp and general manager of Knorr Broadcasting Corp., Detroit, and Knorr affiliated radio stations, effective Aug. 1. He has been general manager of WKHM, Jackson, Mich.

Kerker Heads Minneapolis Agency as Peterson Resigns

MINNEAPOLIS, July 24—Jay B. Peterson Jr. has resigned as president of Kerker-Peterson Inc., here. Richard W. Kerker will become president of the reorganized agency.

Mr. Peterson said he sold his 50% interest in the agency and resigned because of differences of opinion on management policy. He did not announce his plans.

His stock has been sold to nine employes of the agency, which retains the same name. Four of them will become members of the board of directors—Douglas A. Freeman and Allen R. Sandvik, account executives; M. L. La Brie, office manager, and Allan J. Wash, public relations director. Robert E. Marlow remains as vp and general manager.

The agency, currently billing about $2,000,000, was formed in 1950 as a partnership, Kerker-Peterson & Associates. It was incorporated in July, 1955, as Kerker, Peterson, Hixon, Hayes Inc. It was changed to Kerker-Peterson Inc. last February. #

Appeals Court in New Jersey Denies Stamp Escheat Plea

TRENTON, N. J., July 21—The state of New Jersey has lost an appeal in its escheat case against Sperry & Hutchinson Co., oldest and largest trading stamp company in the country. The state sought to collect $7,615,836 as the value of unredeemed trading stamps covering a period of 19 years.

The appellate division of the superior court yesterday dismissed an appeal by the state from a lower court ruling, which also had dismissed two separate escheat cases (AA, Feb. 6, '56, March 10, '58).

The two actions brought by the state were consolidated on appeal. One sought to recover for a 14-year period prior to Jan. 26, 1941, and the other for the five-year period prior to Jan. 26, 1955, under an amended law. An amount representing 5%, as the value of the unredeemed stamps, was taken from a figure agreed to by the company and the Internal Revenue Service in 1928.

■ In dismissing the state's appeal, the court pointed out that "obviously the state does not know and cannot prove the identity of the persons to whom the stamps were issued prior to the cutoff dates. Much less can it prove which of the holders did not redeem their stamps. It contends, however, that a flat 5% of all the stamps issued prior to such dates is a conservative estimate of the number which in any year will not be redeemed."

Sperry & Hutchinson contended that the state was only allowed to escheat property consisting of "cash, dividends or wages." and was upheld in this contention in the lower court (AA, Feb. 6, '56).

The appellate court in its decision handed down yesterday substantially upheld the stamp company's contention. #

Roche, Rickerd Names Four

Al Bonk, Elmer A. Blasco, John Kirby Roche and John P. Walker have been named vps of Roche, Rickerd & Cleary, Chicago. Mr. Bonk, who will serve as assistant to the president, joined Roche, Rickerd & Cleary when it merged with U. S. Advertising in 1957. Mr. Blasco joined the agency in 1958, and Mr. Roche in 1950. Mr. Walker has been with the agency since 1949.

© TCP CO.

French artist Bernard Buffet, a recent Holiday portrait by Arnold Newman

YOU RUB ELBOWS WITH GENIUS

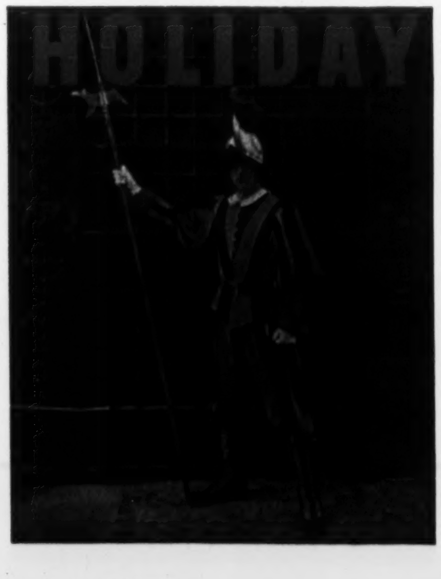
Open any issue of Holiday and you'll find genius. In a vibrant canvas still drying, or in a literary gem rubbed and polished to a glittering finish, or perhaps in the electric mood backstage at a world-famous theater.

The search for greatness takes Holiday everywhere in the world of ideas. Oftentimes, geniuses themselves do the looking for you. Distinguished authors and brilliant photographers create the words and pictures that make this magazine a truly rewarding experience.

Some 900,000 families look forward to this Holiday experience. Spirited and appreciative people, they find in Holiday the inspiration to own and enjoy the best things in life. And, happily, their incomes enable them to afford the finest.

Advertisers with a genius for selling make certain they're seen in Holiday.

***There's a rewarding new world for you in* HOLIDAY**



Down from Canada

came a request for a room at the Sheraton-Dallas Hotel. In just 4 seconds the reservation was confirmed — thanks to Reservatron, our flabbergasting electronic marvel. To challenge it is to believe it. Just call your nearest Sheraton and ask for a reservation at any of 53 fine hotels. **Fat free booklet** is yours for the asking. You'll have 96 pages about Sheraton facilities in 41 major cities. And you'll have our gratitude — we're testing this ad. Address: Sheraton Corp., Ad Age Ad #3, 470 Atlantic Ave., Boston, Massachusetts.

Grant Names R. B. Conroy for Chrysler of Canada

R. B. Conroy

Robert B. Conroy, vp of Grant Advertising, has been named supervisor of the Chrysler of Canada accounts, and will headquarter in a new Grant office in Windsor, Ont. He formerly was account executive on the Plymouth tv account in the U. S. He was not in charge of public relations for the agency's Detroit office, as ADVERTISING AGE reported (July 20).

J. Robert Conroy, vp, continues as Grant's public relations director in Detroit. Grant's Chrysler business in Canada includes Dodge and De Soto cars, Dodge trucks, and all Chrysler tv in Canada.

Texas Agency Man Opens Hosiery Shop to Prove Ads Pay

SAN ANGELO, TEX., July 21—Advertising man Pat Henderson will open a hosiery shop July 28 and operate it as a demonstration of what a coordinated program of advertising, promotion and decoration can accomplish. Pat operates Pat Henderson & Associates, an agency here.

Most provocative of the promotion ideas described by Mr. Henderson to ADVERTISING AGE is a plan to offer hosiery albums to customers.

"We'll make up albums just like record albums," Mr. Henderson explained. "From the album she buys, the customer can make her selection of hosiery appropriate for church wear, evening wear and other typical uses."

▪ Mr. Henderson plans to make a dent in the customary assumption that a local hosiery shop doesn't do much to advertise itself. He expects to use all San Angelo media—newspapers, radio and tv. The budget will stick strictly to what Mr. Henderson refers to as good practice within the industry—about 6% of sales.

Advertising will be motivational, he says, and one of the elements of his coordinated program is the store's cards, which will have a drawing of a fish net ensnaring a man within its strands. The card carries this siren line: "Come with me and I will make you fishers of men."

Store decoration includes papier mache walls, highlighted in gold and silver, to carry out the coordinated theme of "sex, or whatever you want to call it," Mr. Henderson said.

Mr. Henderson has leased a 12½x21' space for his Suzanne Hosiery Shop, between two major stores in downtown San Angelo. With J. C. Penney Co. on one side and Montgomery Ward on the other, he's assured of plenty of customer traffic.

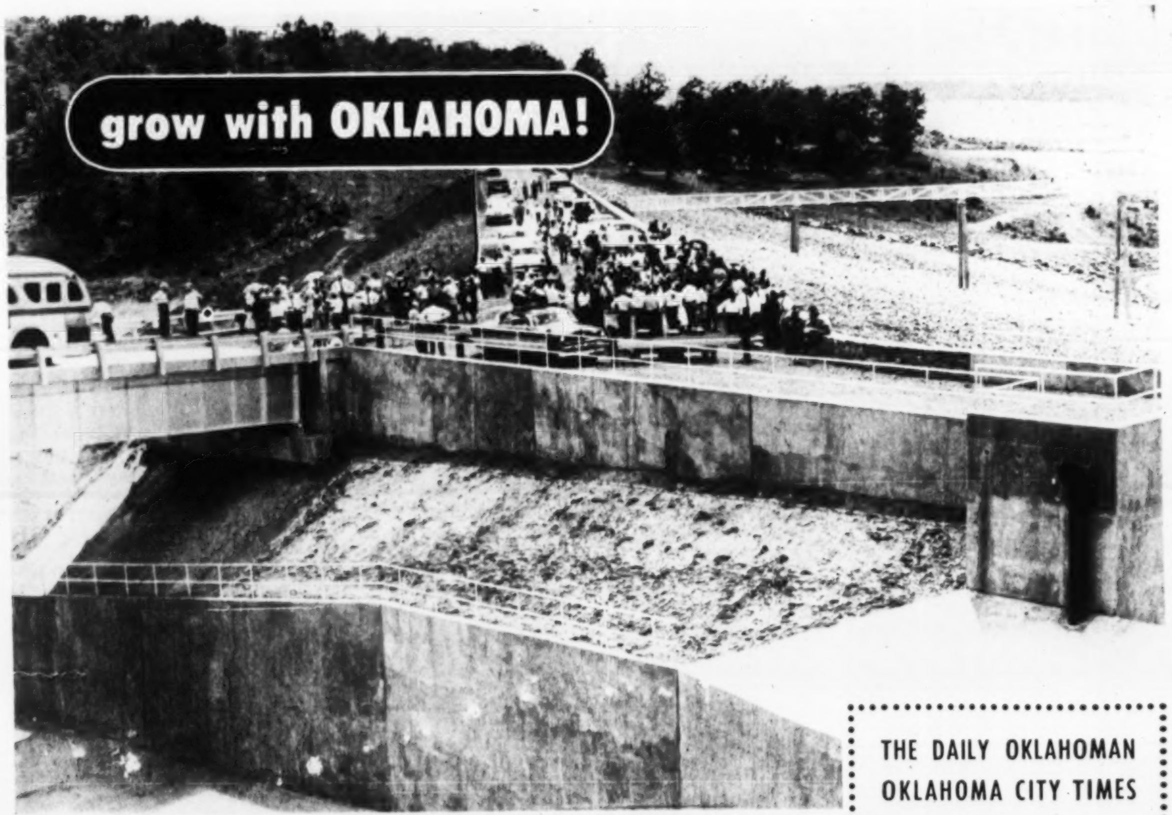
Mr. Henderson said he'll do the buying and promotion himself, but will leave the operation of the store to a staff of up to three persons, depending upon what the volume of business requires. Meanwhile he will continue to work out of his agency office, which is across town from the store.

▪ "I intend to act as the agency, and not exceed an agency's authority," Mr. Henderson said. "I intend this to be a demonstration of what a program of coordinated advertising and promotion can do for a hosiery store.

"People in this [retail hosiery] business have been hesitant to use the services of an advertising agency. I could spend $3,000 on a newspaper campaign for a hosiery shop, and they wouldn't believe that it is accountable for any of the sales volume.

"This way, owning the shop and coordinating its operations with its promotion, I'll have the figures. I expect our advertising scheme to show that there is profit wherever you coordinate advertising and promotion with merchandising and decoration."

▪ Before he got into the advertising business in the burgeoning west central Texas city of 70,000 people, Pat Henderson ran a store for the Kinney Shoe Stores chain. Shoe sales in his store ranked 120th in the chain, he recalled, but hosiery sales ranked sixth. #



$100,000,000 for water to grow with Oklahoma

A water development program to cost more than $100,000,000 was launched by Oklahoma City less than four years ago. The picture above shows the completion of the first step, dedication in mid-1959 of the Atoka dam to provide a reservoir of 125,000 acre feet.

Looking 100 miles to the Kiamichi mountain area in southeastern Oklahoma, Oklahoma City passed a bond issue in 1955 to buy damsites, pipeline right of way, build the Atoka dam and enlarge Oklahoma City's main distribution system to meet the new demands of the growing city.

Three more lakes in southeastern Oklahoma are planned in the overall program, their sites already authorized for purchase by the original bond issue.

This ambitious water development program is made necessary by the rapid growth of Oklahoma City—growth that has earned it a reputation as one of the five fastest growing cities in the nation.

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media — The Daily Oklahoman and Oklahoma City Times newspapers.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

give you daily combined circulation equivalent to 65.8%

and Sunday circulation equivalent to 54.0%

of the families where 51.6%

of the state's retail sales are made . . . a 26-county area including the Oklahoma City Metropolitan Area and the ABC Retail Trading Zone.

Source: circulation—ABC Audit, Par. 13; 9/30/58
market data—SRDS Consumer Market Data 1/1/59

Circulation Growing, Too!

March 31, 1959 Publishers Statement shows

total daily combined circulation 270,063 Up 12,660
Total Sunday circulation 242,783 Up 5,572

compared with ABC Audit, 9/30/58

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

Sets an office apart…
the new Meridian Collection by COLUMBIA

ON THE FENCE—*Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, created this ad for the Columbia-Hallowell division of Standard Pressed Steel Co., Jenkintown, Pa.*

New 'Market Data Directory' for '59 Is 'IM's' Biggest Ever

CHICAGO, July 21—*Industrial Marketing* has completed distribution of the biggest *Market Data & Directory* issue it has ever published.

Containing 652 pages, the new *Market Data & Directory* is the 39th annual edition of this comprehensive market analysis and listing of business publications which serve each market.

The market data book is designed for use by industrial ad managers, sales managers, agencies with industrial accounts, market researchers and others interested in analyzing and evaluating trends and developments which affect the marketing of industrial goods and services.

Included in the book are 73 chapters, each devoted to a basic industry and/or industrial market. Editorially the chapters are divided into four basic sections: Current trends within the industry; basic statistics of the industry; what the industry buys and how the industry buys.

Other elements in each chapter include (1) a listing and description of additional market data which readers can obtain at no charge; (2) a roster of trade associations serving the industry, and (3) a rates-and-specifications listing of all business publications which cover the industry.

■ New this year is a mailing list code system which identifies publications offering all or parts of their subscription lists for use in direct mail campaigns.

Indexes have been considerably expanded in the new market data book. The index to subjects and markets contains approximately 900 listings. Other indexes include U.S. and Canadian publications, U.S. and Canadian reference publications, Standard Industrial Classification codes and titles and an index to media data.

Also new this year is a roster of group publishers which lists the publishers' addresses and each of their respective publications.

Distributed free to *Industrial Marketing* subscribers, additional copies are available to all subscribers at a charge of $1.50. #

Frances, Morris Adds One

The American-Haitian Foundation, New York, has appointed Frances, Morris & Evans, New York, to handle its advertising.

Hertz Orders Small Cars

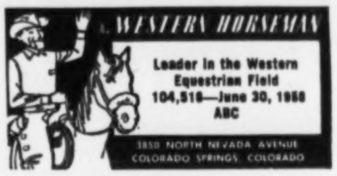
Hertz Corp., Chicago, will purchase at least 4,500 small cars manufactured by the top three U. S. auto makers this year. An initial order for 3,000 has already been placed by the corporation and at least another 1,500 will be ordered promptly, Walter L. Jacobs, Hertz president, said. Included in the small car order are Chevrolet's Corvair, Ford's Falcon and Plymouth's Valiant. Hertz, which operates approximately 60,000 vehicles, will receive the first of the small car order in October.

Paper-Mate Plans Campaign

Paper-Mate Co., Chicago, will double its national advertising program for the 1959 back to school campaign. The advertising schedule, said to be the largest in the history of the pen industry, includes 36 network television shows appearing in 60 days, beginning Aug. 1. In addition, Paper-Mate will also use spot tv. The campaign will feature the Holiday pen with the jumbo "Texas" refill. Foote, Cone & Belding, Chicago, is the agency.

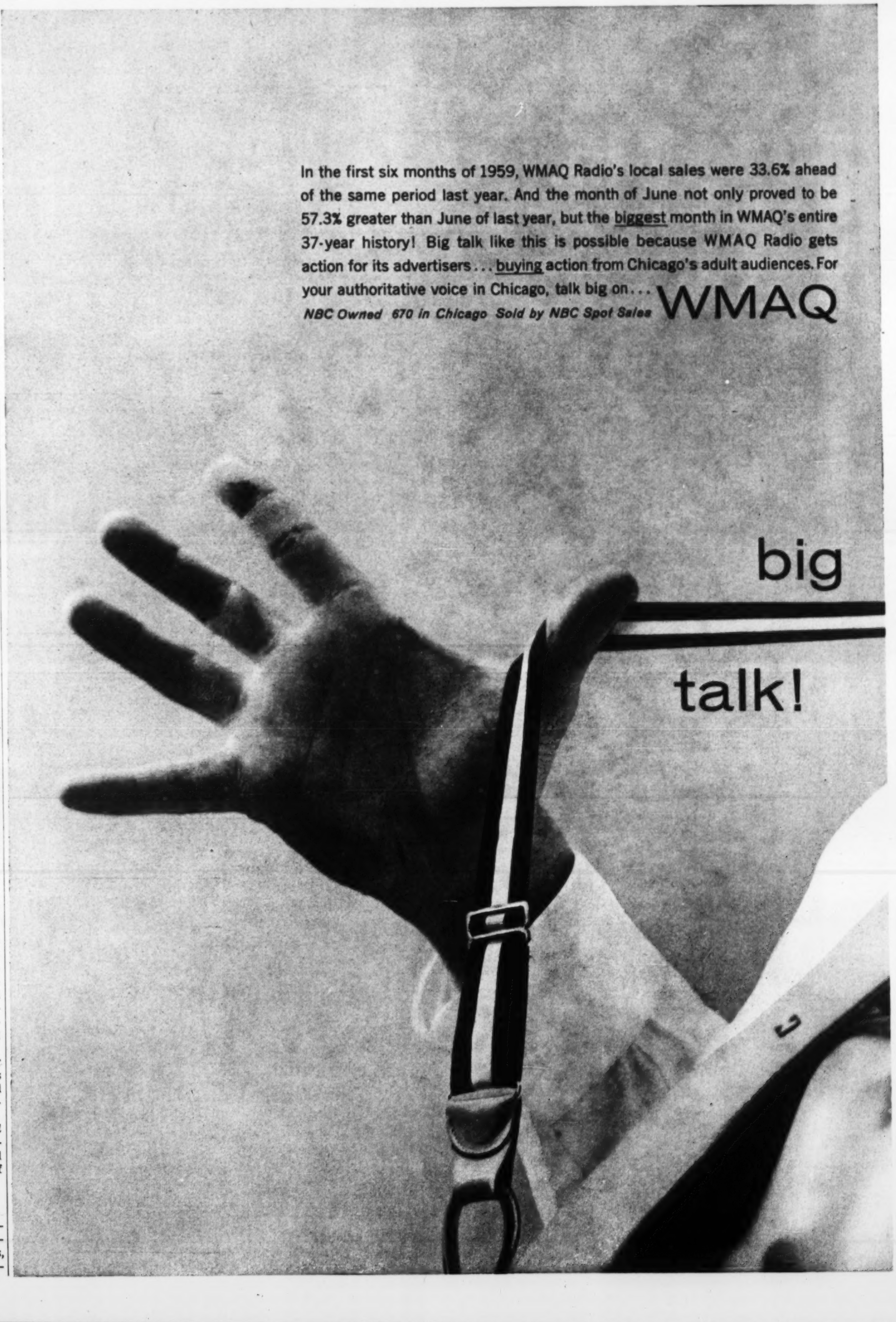
Pepsi Promotes Braun

Robert H. Braun has been appointed assistant director of advertising of Pepsi-Cola Co., New York. He will report to Philip B. Hinerfeld, vp and ad director. Mr. Braun has been with Pepsi for seven years in advertising, sales promotion and marketing positions.



Leader in the Western Equestrian Field
104,516—June 30, 1958
ABC

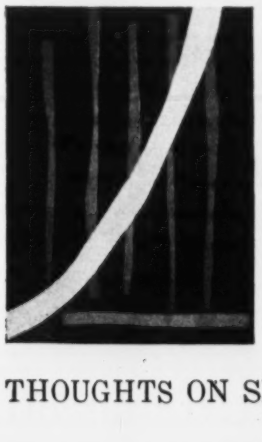
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . . **WMAQ**

NBC Owned 670 in Chicago Sold by NBC Spot Sales

THOUGHTS ON SPORTS Right now, there is nothing but sheer exhaustion. The body is played out, the spirit drained. The rewards of victory come later—the smiles, the congratulations, the feeling of pride in a job well done. There'll be banquets and medals and endless discussion on exactly how the race was won. But you can see the real secret of winning right in this picture. It is written on the men's faces—the evidence of single-minded, all-out effort. Any victory that's worthwhile seldom comes without such an effort. We learn that first in sports, and we carry the knowledge all through life. Whatever we aspire to—in personal living or business—we know the important goals aren't won easily. But we also know how to reach them—by the same determined effort of mind and body and spirit that we first learned to make in sports.

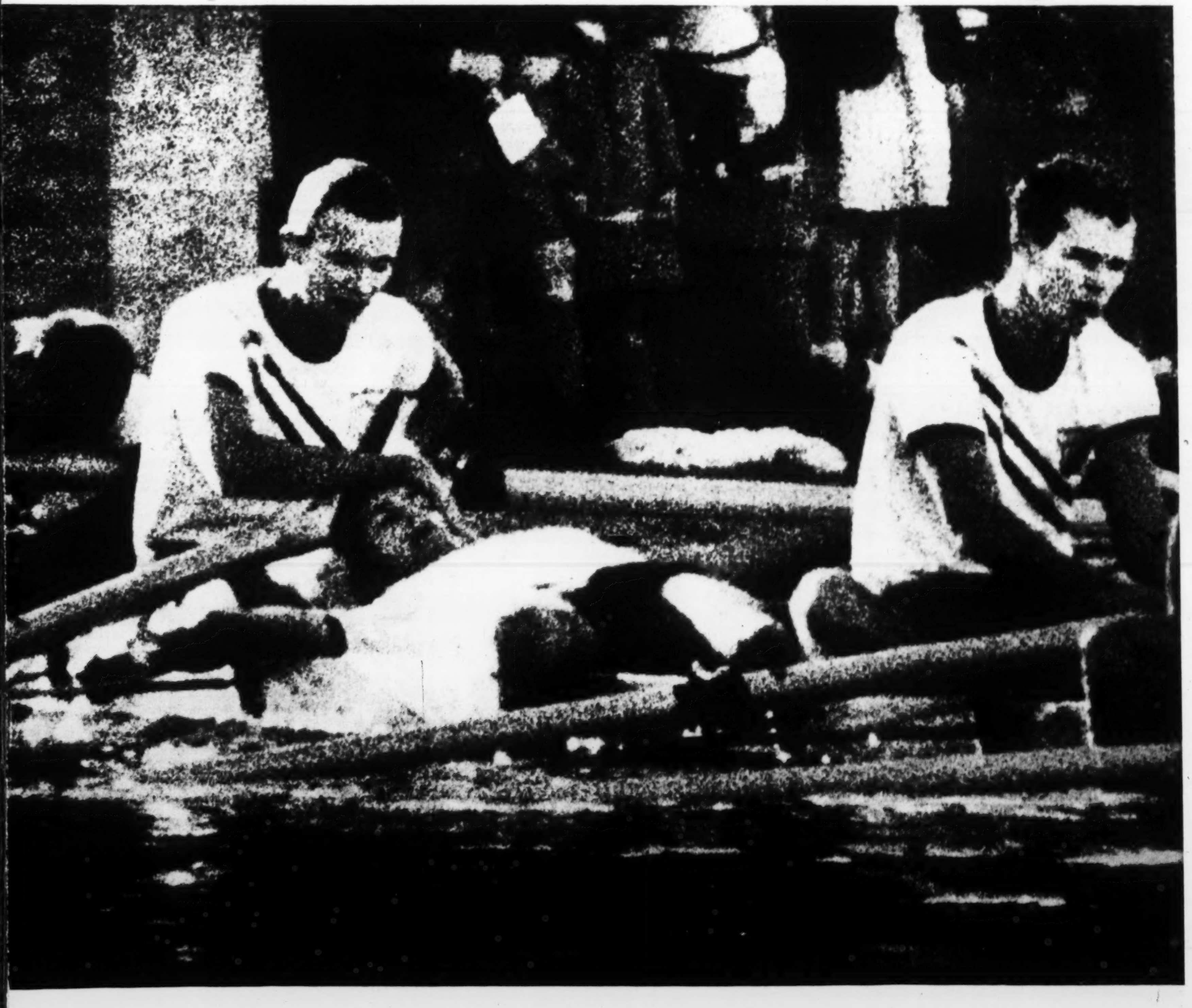


SPORTS ILLUSTRATED
WONDERFUL WORLD OF SPORT

THOUGHTS ON SPORTS ILLUSTRATED
. . . the one to grow on

The course on the graph above charts SPORTS ILLUSTRATED's ad revenue in the last four years. It marks SI as the growth magazine in advertising today. This year again, the pace continues; in six months, SPORTS ILLUSTRATED has had more space ordered than it ran in the entire year of 1958. The reason? Each year, the five-figure income families are spending more and more of their time on sports and the good life that goes with them. Strengthen your media list by adding "the one to grow on."

moment of victory



The Editorial Viewpoint . . .

Advertising's DPs

While advertising people ponder the wisdom of agency mergers and shake their heads sadly over the continuing propensity for accounts to change agencies, one of advertising's greatest problems continues to be glossed over with what sometimes seems to amount to magnificent disdain.

We refer to the advertising DP—the man or woman who loses his job in advertising, not because of incompetence or other personal fault, but because of merger or account change or sliced budget or revamped approach to advertising strategy.

To a greater extent than is true of most businesses, advertising practitioners are subject to loss of job for reasons which have little or nothing to do with their personal capabilities; and, because advertising is such a relatively small business and jobs are so thinly scattered around the country, the search for a new job often involves national rather than purely local activity.

One might assume that these two conditions combined would have led to some attempt on the part of the advertising business to solve —or at any rate alleviate—a condition which is not only responsible for an untold number of personal hardships visited upon men and women in the advertising business, but also is of definite harm to the business itself. As a result of these conditions, advertising finds it harder to recruit people who might otherwise be attracted to it, and harder to keep good practitioners who get caught in the toils of the DP problem.

Yet no serious effort has ever been made by anyone to help solve this problem. Perhaps the problem is insoluble, or nearly so, but we are unwilling to accept this as true until a great deal more effort than has thus far been expended is devoted to investigating the possibilities of a solution.

There are, we believe, unusually honest and competent employment agencies and counselors serving the advertising business, and their work is to be commended. But none of them is truly national in scope, and even if they were, no private employment agency can solve all of the many problems involved.

We'd like to see one or more responsible national associations in the advertising field tackle the problem and suggest some possible solutions.

Media Circulations Are Up

It is interesting to note that daily and Sunday newspaper circulation in the United States and Canada hit a record high in the six-month period which ended March 31.

According to the Audit Bureau of Circulations, during that period newspapers hit a record aggregate average issue high of 112,115,000 copies—up about 430,000 from the previous record high set in 1957.

This is considerably more than one copy of a newspaper for every second man, woman and child in the United States and Canada—and it indicates again what advertisers have long suspected . . . that growth of one medium of communication does not prevent continued growth by other, older media of communication.

Continued circulation growth of newspapers, and the constantly increasing importance of radio, seem to make this amply clear.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. John Crichton, editor, Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.

Senior editors: Washington—Stanley E. Cohen. New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Moskowitz (international). Chicago—Emily C. Hall (features), Murray E. Crain, Merle Kingman.

Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth C. Graham, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; Malcolm P. Austin, assistant manager; R. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd.) Walter S. Reilly, James March, Fred W. Abercrombie. San Francisco: (Simpson-Reilly Ltd.) Wayne Steeps. Portland: (Frank J. McHugh Co.) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co.) Thomas A. Knowles.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Gerald J. Weipert, W. B. Doner & Co., Detroit.

"Why doesn't some candy company promote a toffee break?"

The World Catches Up

Total advertising volume in Great Britain exceeded $1 billion last year for the first time in history, but what is even more significant is that this total is estimated by British sources to equal 2.5% of all consumer purchases.

This percentage is approximately the same as that in the United States, and is another significant indication of the manner in which advertising is being accepted as a business tool in countries around the world.

There are probably no other countries in which advertising volume yet represents so large a share of consumer sales. But if present trends persist, this will not be true for long.

# \# \#

What They're Saying . . .

A Cigar, a Beautiful Woman and a Cat

Have you ever noticed that the reaction to the cigar-smoker, the beautiful diva, and the household cat is very much the same: each is accepted as a self-sufficient entity.

Most women resent the cigar-smoker. He is self-satisfied, independent, and may never need a woman—all of which strikes many women as being somewhat unfair.

Most men are dazzled by the beautiful but aloof prima donna. She is the unattainable idol, whose self-sufficiency makes her cold, unapproachable and frightening to the average man.

The cat, too, is self-sufficient, cleaning and preening and amusing itself without either the dependency or the loyalty that dogs display.

This is not to say that each is defined by this single quality. The cigar smoker may also mean success; the diva may mean expression; the cat may mean contentment. However we see them, they are symbols of self-sufficiency.

An understanding of the latent meanings in the communication process has practical, as well as speculative, applications. In fact, it is only by beginning with this understanding that we can hope to employ in advertising and in packaging that combination of verbal and visual symbols which will state the desired message clearly and memorably.

—July issue of "Memo," monthly publication issued by the Institute for Motivational Research.

Don't Mess Up Marketing

An N&M pronouncement says "every segment of industrial management must be represented on the marketing team." This follows the currently popular hit tune of "total marketing" and is about as realistic, in terms of getting the job done, as having a college faculty call the signals in a football game.

Management hopes to solve its tough selling problems by a new and impressive organization chart with executive titles to "integrate" and "coordinate," two extras that get in the way of the ball-carriers . . .

We need fewer of the present *word-oriented* "Brave new bulls" and more *action-oriented* "self-starters . . ."

—Arthur Crossman, sales consultant and former agency head, before the Public Relations Clinic of Chicago.

Rough Proofs

If you want to know whether the first 100 years are actually the hardest, ask *Grier's Almanac*, which has been published for 154 years without interruption.

•

Maybe some of the *Look* staff took advantage of the juicy odds on Ingemar Johansson after reading last December's article comparing his explosive right with that of Jack Dempsey.

•

"168 major accounts switched in first half," reports the world's greatest advertising journal.

The game of musical chairs seems to have lost none of its popularity.

•

"So you think aspirin is harmless!" advertises the New York Pharmaceutical Society, which might have added a note on how often pharmacists tell their customers to beware.

•

When the infringement suit involving Genie and Jeenie cleaning products comes to trial, authoritative information on this type of supernatural force might be found in the "Arabian Nights."

•

All of the original members of the Edsel marketing team, it is pointed out, have now been replaced.

They served as the shock troops.

•

The *Omaha World-Herald*, the ad says, covers the entire state of Nebraska daily better than any Georgia daily covers Georgia.

Even though the *Atlanta Journal* covers Dixie like the dew?

•

"More sports news in the *Examiner*," says the ad of this San Francisco newspaper.

The way the Giants have been going, sports news may be the biggest news in town.

•

Fran Allison has been winning Emmys, WGN-TV reports, but nowadays she does it without the assistance of her old side partners, Kukla and Ollie.

•

Now that District savings banks are telling their depositors via the ads about their increased interest rates, the Washington savings and loan associations have decided they won't keep their dividends secret any longer.

•

An agency looking for a partner specifies, "He should be a man of rounded agency skills and compatible temperament."

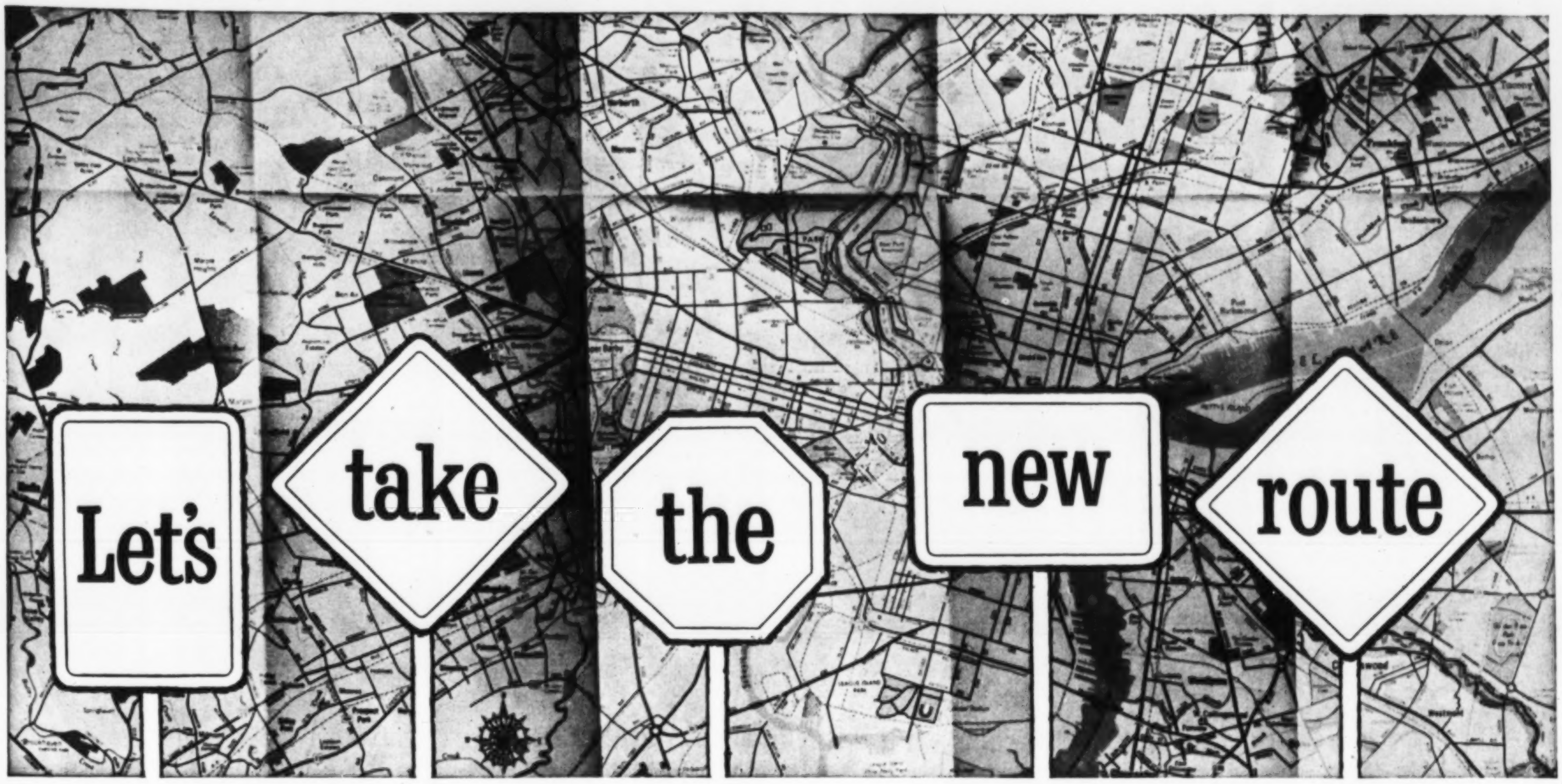
Compatible with what?

•

"Lunatic seeks asylum," advertises a copywriter looking for a new institution.

In this business he shouldn't have too much trouble finding a kindred soul.

Copy Cub.



Cherchez those femmes and where will you find them? In Delaware Valley, U.S.A., the gals with money in their hands and buying on their minds live in the suburbs for the most part. And The Inquirer hits 'em right where they live!

On an average weekday in booming suburban Delaware Valley, *347,000 adult women shop The Inquirer pages* . . . only 273,000 turn to Philadelphia's other major daily. And remember—these suburbanites are 58% of the market's total population . . . buy 60% of its food . . . account for 57% of its retail sales.

Lead from strength: schedule your advertising in the newspaper that reaches 667,000 total adult women in the market (of whom 439,000 don't read the other major daily). Most significantly, schedule the newspaper that delivers the major impact where the most business is done . . . the booming Delaware Valley suburbs!

For all facts, all figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

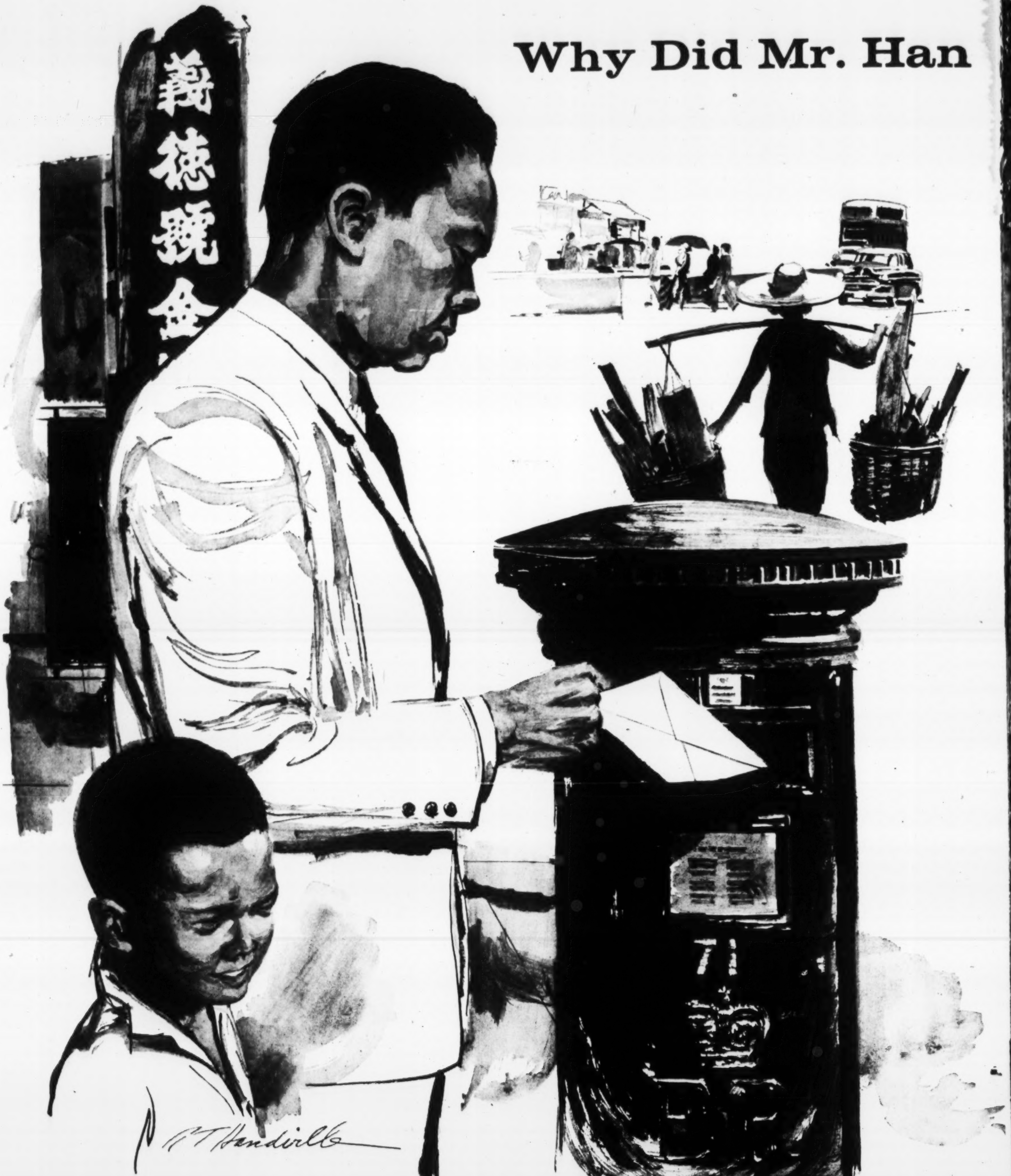
CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Why Did Mr. Han


義徳號金
R T Handville

Send This Letter from Hong Kong?

Mr. Han is vice president of an Asiatic company that manufactures weaving machinery. He wanted a concise list of textile companies on the American West Coast which might be prospects for his products.

His letter was one of the 80,000 that arrive at our offices every month, from individuals and companies all over the world—many seeking answers to specific sales or marketing problems. And, in almost every instance, our Sales Information Service can supply the answers in a matter of hours.

This department regularly combs business publications, newsletters, the advertising trade press, Government and private industry data, to collect and file up-to-the-minute marketing and sales information on more than 2,000 subjects. At the drop of your postcard, or through your McGraw-Hill representative, it can supply you with information on potential markets, successful advertising programs, channels of distribution for new products, sales techniques—anything a company might need to augment a sales or marketing program.

We believe this kind of service to our advertisers ties in closely with the responsibility of producing the 39 McGraw-Hill business publications—the "textbooks of industry" that regularly reach more than 1,300,000 executives and engineers in key positions throughout business everywhere.

These are reasons why Mr. Han—as well as businessmen throughout the world—look to us as the headquarters for business information.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N. Y. 36, N. Y.

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN

for Service
to his Government

Backing up a great government such as ours is a large and dedicated group of men. Among such men is Jack W. Herbstreit, Chief of the Tropospheric Propagation Research Section, National Bureau of Standards. To him goes this year's *Harry Diamond Memorial Award* "for original research and leadership in radio-wave propagation." IRE is happy to honor Mr. Herbstreit and all the other fine, outstanding men in government service.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 professionally qualified men plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Getting Personal

Jake Goldstein, western manager of *Automotive News,* will be in Grant Hospital, Chicago, for a few weeks. He suffered a mild heart attack June 19 . . .

Ted Klein, pr director of Paul Klemtner & Co., Newark agency specializing in pharmaceutical advertising to doctors, has signed a contract with J. B. Lippincott for his first book, "Nine Months to Go," a guide for expectant mothers and fathers. The book, co-authored by Dr. Robert Mitchell, will be out by late fall or winter . . .

In a wild and frenzied competition, **Bob Young,** account exec at Benton & Bowles, won the July 4 Regatta Cup ("What a pencil holder!") of the Gipsy Trail Club at Carmel, N. Y.—his first win. Coming in second in the second race was **B. B. Turner,** president of Ethyl Corp., while **Lowell Laporte,** copywriter at BBDO, finished third—aided by his able crew, Mary Maxwell, wife of **James Maxwell,** *Look* salesman. Coming in fourth in both races was the club's commodore, **George Whipple,** of BBDO's pr department, who was grateful to even stay afloat. First his rudder was sheared off by a sideswiping competitor, then in a second bit of pandemonium, the same boat smacked into him broadside. Another casualty was **Jack Grimm,** marketing vp of Sterling (and fiance of Miss Rheingold, **Robbin Bain**), who broke a stay and never finished . . .

ORIGINAL STAFFERS—*At a banquet honoring E. W. Reynolds on his 35th year as head of his Toronto agency, Mr. Reynolds talks over the good old days with Mrs. Bertha Norley, the first employe of the company. Reviewing the years, Mr. Reynolds says his most gratifying assignments were the national wartime ad programs for the armed forces, the victory loan drives, and the wartime prices and trades board.*

Louis E. Shecter, president of Shecter & Levin Advertising, Baltimore, has donated his collection of over 50 European ad posters to the Maryland Institute library . . . A son, Bruce Randolph, was born July 9 to Fran and **Arthur Tolchin,** exec vp and director of WMGM, New York . . . In Houston, Michael Hattwick, son of Continental Oil Co.'s ad director, **Melvin Hattwick,** was one of 18 winners of company $2,000 scholarships to children of veteran employes. Young Michael was also valedictorian of his senior class . . .

Edward A. Hinkle, account exec of Lang, Fisher & Stashower, Cleveland, is the new president of the city's Dunham Tavern Museum, one of the state's oldest inns which the Cleveland Collectors Society restored . . . **John G. McManus,** account exec at Doyle Dane Bernbach, New York, won a week's stay for two in Nassau, by guessing within 30 seconds the outcome of the Patterson-Johannsson title fight. The contest was sponsored by ABC-Radio . . . BBDO tv copywriter **Lucia Rappa** will marry Martin S. Blinn of the New York Port Authority on Aug. 14 . . . Among the prominent Chicagoans attending Mayor Daley's dinner honoring Queen Elizabeth and Prince Philip during their July 6 visit, were **Fax Cone** of Foote, Cone & Belding, and **Hughston McBain,** retired board chairman of Marshall Field & Co., Chicago, and head of the McBain clan, who appeared in his clan regalia . . .

Harold M. Newman, account exec for Dan River fabrics at Grey Advertising, New York, has been elected president of the Dysautonomia Assn. . . The Robert B. Grady Co. is watching with interest the career of **Billy Jurges,** new manager of the Boston Red Sox. Billy was with the Grady agency for two years prior to his coaching assignment with the Washington Senators . . .

George W. Allen of Guild, Bascom & Bonfigli's Hollywood office is co-chairman of "Y Day in Hollywood," a YMCA event that gathers 10,000 kids together for a three-hour talent show, lunch and a coast conference football game. He has been chairman for the past two years . . . **Philip Carling,** vp of BBDO, and **Richard W. Darrow,** exec vp of Hill and Knowlton, served on the faculty of the second annual Boy Scout national pr conference, held at the national training center at Cimarron, N. M. . .

At the second annual "Space Cadet" golf tournament sponsored by Behlen Mfg. Co., Columbus, Neb., **Jim Edwards** of *Wallaces' Farmer* won the trophy with a 35-foot birdie putt in a sudden death playoff with **Bob Fentsler** of *Nebraska Farmer.* Twenty-eight space representatives participated in the event . . . **Richard Freeman,** salesman with *House & Home,* Chicago, announces the birth of a fourth daughter, Laura Ellen, born July 2 . . . At *Look,* **George Benneyan's** cup runneth over twice this month. The younger of his two daughters, Mrs. Clement Houran, has presented him with his fourth grandchild and fourth grandson. The younger of his two sons, Dr. Robert Benneyan, now interning at Strong Memorial Hospital, Rochester, N. Y., has become engaged to Joan Holran, a nurse in the same hospital . . .

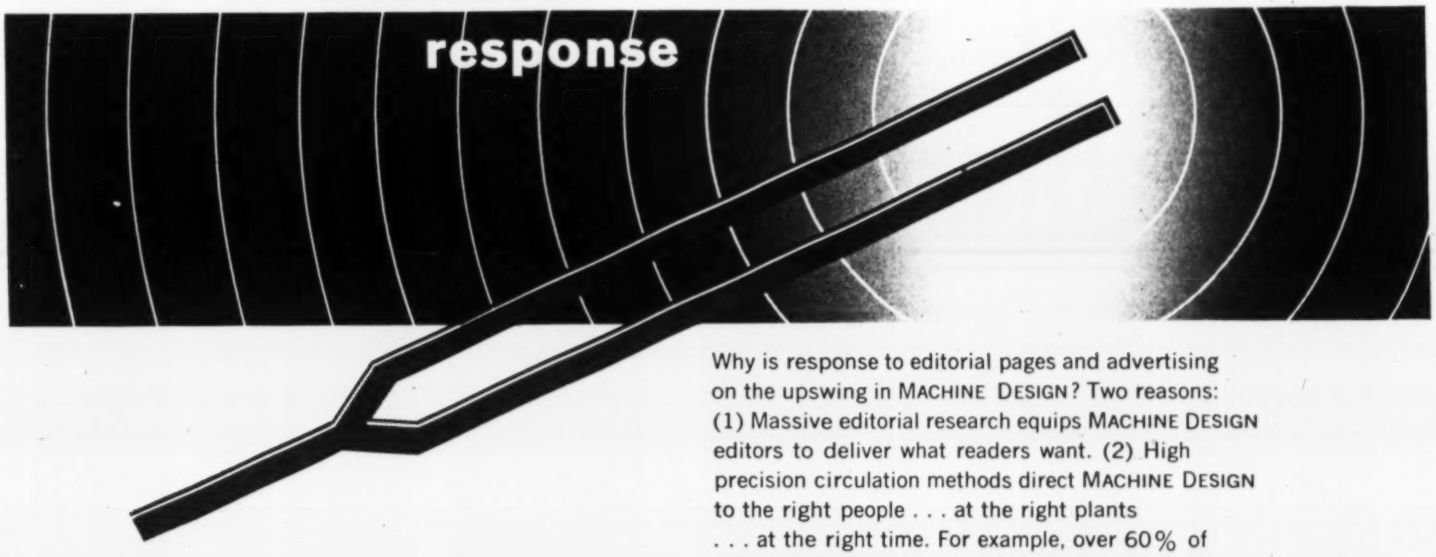
Al Paxton, McGraw-Hill vp in Chicago, has been receiving congratulations on the birth of his first grandchild, Craig Paxton Keliher, born in Honolulu to daughter Nancy June 23. The father is a lieutenant in the U.S. Army stationed in Hawaii . . .

The time-honored continental custom of cherchezing la femme, now widely practiced in advertising circles, is a cinch in Portland and 32 surrounding Oregon and Washington counties. They're all watching **KOIN-TV**, a very bon TV station whose coverage and ratings (especially the new Nielsen, if you've noticed) bring a blush of pride to the cheeks of the modest gentlemen from CBS-TV Spot Sales every time you mention **KOIN-TV.***

***You just might try it and see.*

RRR RAPID READER RESPONSE. What does it mean to you? Inquiries, for example, the action response? Or readership, the starting point for every variety of response?

If you're like most smart advertisers, you're interested in total response. You want sales leads and readership that you can measure. But that's not all . . . you want to create a preference for your product and a favorable company image. The solution is to put your advertising in a magazine where TOTAL RESPONSE is high.



Why is response to editorial pages and advertising on the upswing in MACHINE DESIGN? Two reasons: (1) Massive editorial research equips MACHINE DESIGN editors to deliver what readers want. (2) High precision circulation methods direct MACHINE DESIGN to the right people . . . at the right plants . . . at the right time. For example, over 60% of MACHINE DESIGN copies are verified annually by personal interviews in the readers' plants.

That's why advertisers who value TOTAL RESPONSE, **both the measurable and the immeasurable reactions of readers to advertisements,** prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE.

MACHINE DESIGN

a Penton publication
Penton Building, Cleveland 13, Ohio

NBP BPA

LAUGH AT DEADLINES...

be confident of
"beating" them
when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

D'Arcy Names Five

D'Arcy Advertising Co., New York, has appointed Alfred Thomas Prange to the new post of broadcast business manager, John Murphy an account executive, Stewart Garner and Joseph P. Felice film production supervisors and John J. Reilly Jr. to the public relations staff. Mr. Prange formerly was with Hazel Bishop Inc.; Mr. Murphy was with Adams & Keyes; Mr. Garner was with Batten, Barton, Durstine & Osborn; Mr. Felice with Kenyon & Eckhardt, and Mr. Reilly was with the *Newark News.*

Reynolds Backs Home Week

Reynolds Metals Co. will promote National Home Week on "Walt Disney Presents" (ABC-TV) Aug. 21 as an adjunct to its own House of Ease promotion of aluminum in home building. Reynolds will also run ads boosting National Home Week in consumer and trade publications in September.

Consumer Approach Pervades Industrial Ads, Says Ketchum

PITTSBURGH, July 21—Heavy industry is trying harder to reach the ultimate consumer today, and has adopted the marketing techniques of the consumer goods fields, according to George Ketchum, president of Ketchum, MacLeod & Grove.

Mr. Ketchum made the observation in reporting that 1959 billings for the agency were running 11% ahead of last year, when Ketchum billed its highest figure, $27,000,000.

In pointing out how advertising emphasis has shifted, Mr. Ketchum said that his agency, which specializes in industrial accounts, is placing more consumer-oriented newspaper ads for its clients this year than ever before.

■ "Basic promotion standards are becoming more universally accepted, whether you are trying to sell food or oil field drilling equipment," Mr. Ketchum said. "The manufacturer must have full information on the ultimate user—his motives, needs and preferences—as well as on the distribution channels best fitted to get the product to him."

His agency, Mr. Ketchum said, is increasing its use of research on customer appeals of such items as aluminum foil, galvanized ware, insecticides and fiber glass filters and fabrics. #

3 Retailers Back Green Stamp Day at White Sox Game

CHICAGO, July 21—Bill Veeck, president of the Chicago White Sox and promoter extraordinary, is getting ad support for attendance at the Sunday, July 26, double bill with the Baltimore Orioles at Comiskey Park from unlikely quarters: National Tea Co., Wieboldt department stores and Nickey Chevrolet dealership.

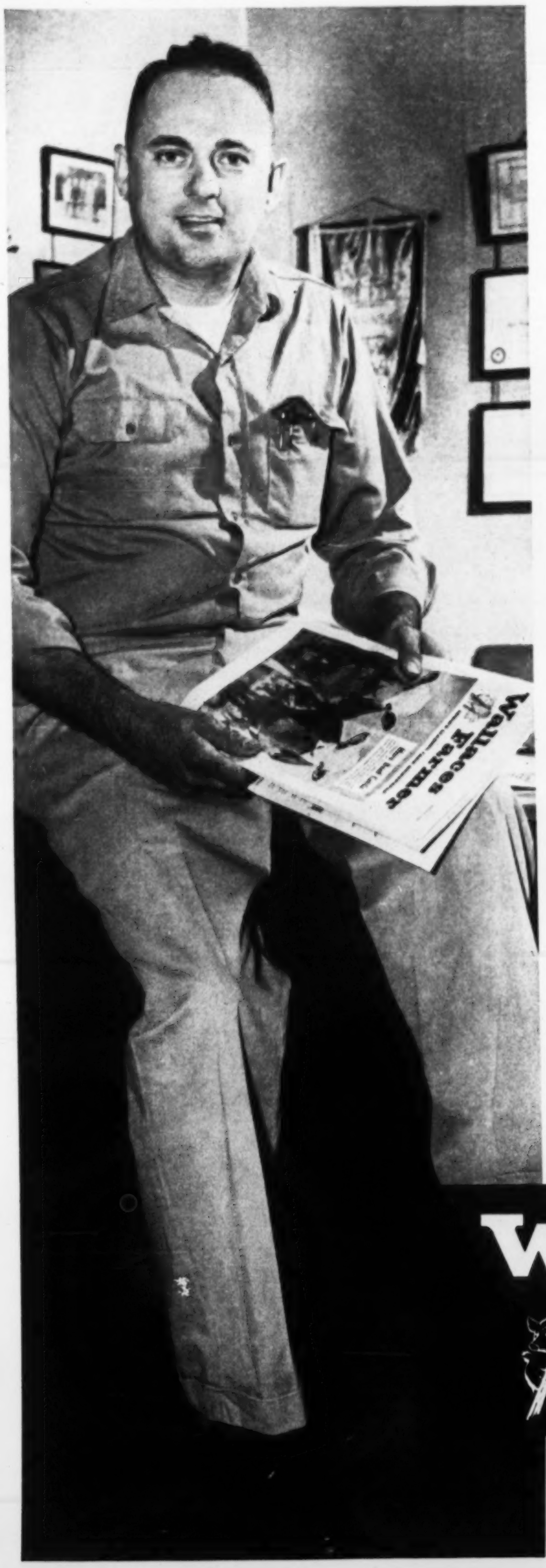
Reason for this is that July 26 will be S&H Green Stamp day at the park, and Sperry & Hutchinson will give each gal attending an S&H stamp book with 100 stamps in it, plus a coupon redeemable for 50 more stamps at any store giving Green Stamps. S&H says this is the first time its stamps have been given away at a major league ball game. It estimates that about 3,750,000 stamps will be given away, equal to about $11,000 in merchandise.

■ National, Wieboldt and Nickey are major S&H franchise holders here and are joining in promoting the event. National and Wieboldt are including mentions of the ball game in their regular newspaper advertising and will do so through July 26. Nickey's major medium is radio, and it is tagging in ball game mentions on the estimated 250 spots a week it uses on six stations here.

The trio also are expected to have a hand in between-games festivities. This will probably include a brief fashion show by Wieboldt and a car giveaway by Nickey. #

NDPA Alters Meeting Dates

Northwest Daily Press Assn., Minneapolis, will change its annual meeting date to Oct. 16-17 at the Normandy Hotel, Minneapolis. Formerly the association meetings were held in February.



"I READ SEVERAL MAGAZINES, BUT MY 1st CHOICE IS WALLACES FARMER"

He's an Iowa farmer.

In Iowa, Wallaces Farmer tops the next highest farm publication by 4 to 1 in preference study after preference study. Tops general consumer magazines by even more—none penetrates the Iowa farm market over 25 percent.

This is why dealers in rural Iowa name Wallaces 1ST by up to 10 to 1.

Whatever your product, remember:
In the rural areas of Iowa,
Wallaces Farmer is *your* 1ST choice, too.

Wallaces Farmer
IOWA'S LEADING FARM NEWSPAPER

1912 Grand Avenue, Des Moines 5, Iowa

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

How will he hurt himself today?
A year's supply of first aid...about $2.00

DISPLAY TIE-IN—*The surgical dressings division of Johnson & Johnson is tying in with its current Life campaign through displays like this, produced by Thomson-Leeds Co., New York.*

U.S. Newsprint Use Chalks Up Record in 1st Half of '59

NEW YORK, July 21—U.S. newsprint consumption in June increased for the sixth consecutive month, reaching a new high for any first-half period, American Newspaper Publishers Assn. reported last week.

For the first six months of 1959, newspapers reporting to ANPA consumed 2,616,734 tons of newsprint, which was 6.6% more than the 2,600,280 tons used in the previous record period, in 1957.

ANPA estimates total U.S. newsprint consumption for the first six months was 3,488,979 tons, compared with 3,274,003 tons for the 1958 period and 3,444,079 tons for the 1957 period.

- Stocks of newsprint for all daily newspapers reporting to ANPA at the end of June averaged 35 days' supply on hand and 5 days' supply in transit. This compares with 43 days' supply on hand and 6 days' supply in transit at the end of June, 1958, and 41 days' supply on hand and 7 days' supply in transit at the end of June, 1957.

Newsprint Service Bureau reports North American production in the first six months of '59 amounted to 4,067,607 tons. This was 135,532 tons (or 3.4%) better than in the comparable period of 1958.

- Cumulative output of U.S. mills at the end of June, '59, totaled 978,522 tons—an alltime high for this period—and was 93,357 tons (or 10.5%) more than the volume produced during the first six months of '58. Canadian production amounted to 3,089,085 tons and was 42,175 tons (or 1.4%) greater than in the first six months of '58.

North American manufacturers' stocks at the end of June aggregated 265,123 tons, compared with 245,134 tons at the end of June, '58. #

NTA Home Office to Move

The home office of National Telefilm Associates, New York, will be moved to Beverly Hills Oct. 1 and will be consolidated with offices of National Theaters [illegible] which acquired NTA recen[illegible] The National Theaters offices have been in downtown Los Angeles. NTA also has nam[illegible] [illegible]chael Carey, formerly assoc[illegible] national advertising dire[illegible] [illegible] Diner's Club Magazin[illegible] [illegible]tant publicity director of [illegible] and WNTA-TV, Ne[illegible] Mr. Cary succeeds D[illegible] [illegible]en, who resigned to jo[illegible] [illegible] Merrill.

Triangle Names Peard

Leslie H. Peard Jr., formerly vp and manager of WBAL and WBAL-TV, Baltimore, has been appointed director of Baltimore-Washington regional sales development for the Triangle stations—WFIL and WFIL-TV, Philadelphia; WNBF and WNBF-TV, Binghamton, N.Y.; WFBG and WFBG-TV, Altoona, Pa.; WNHC and WNHC-TV, Hartford, Conn.; WLYH-TV, Lancaster, Pa., and KFRE, KFRE-TV and KRFM, Fresno, Cal.

Schaefer Boosts Schaefer III

R. J. Schaefer III has been appointed assistant to the vp of marketing of F. & M. Schaefer Brewing Co., New York. Formerly an assistant in the marketing department, Mr. Schaefer succeeds Edmund E. Kelly, who was recently named manager of market development (AA, July 6).

Thompson to Carpenter-Proctor

Robert E. Thompson, formerly director of merchandising and sales promotion of Burry Biscuit Corp., Elizabeth, N.J., has joined the staff of Carpenter-Proctor, Newark, as an account executive. He will specialize in packaged foods merchandising.

Kuscher to Kameny Associates

Herbert A. Kuscher, formerly with the FR Corp., has joined Kameny Associates, New York, as marketing and sales development director. He succeeds George Carroll, who resigned.

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY
Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

$100
$100
$100
$100
$250
$250

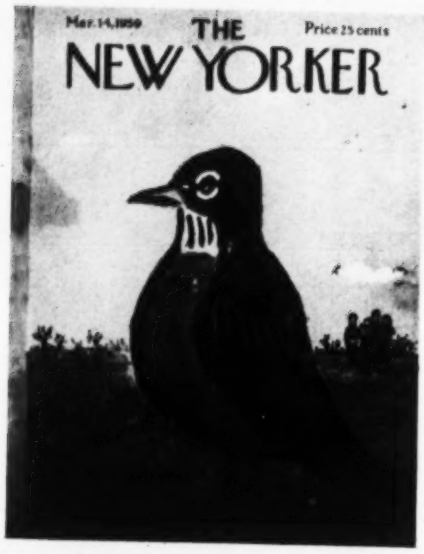
news... with interest

"For over a decade we have sponsored
the World News Roundup on WRC Radio.
The results have been most gratifying
and are convincing evidence
that 'The Sound of Quality' on WRC
creates the believability and prestige
which is so important in selling
our savings and loan services to prospective customers."
(signed) Edward Baltz, President,
Perpetual Building Association, Washington, D.C.

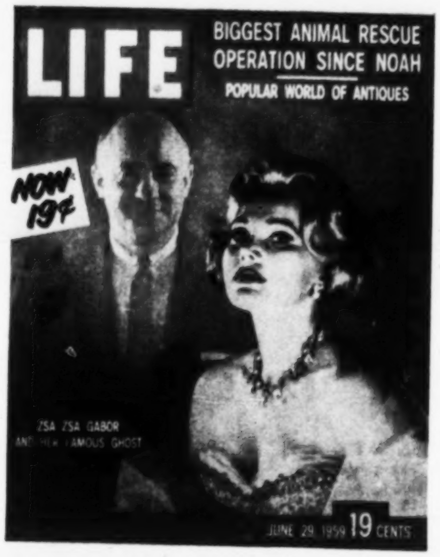
Further proof that the image of quality
for your products and services
is enhanced when you use
the **"Sound of Quality"** *on*

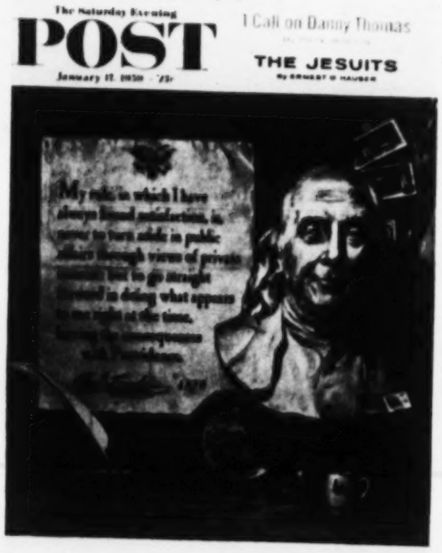
WRC *NBC Owned*
980 in Washington, D.C. Sold by NBC Spot Sales

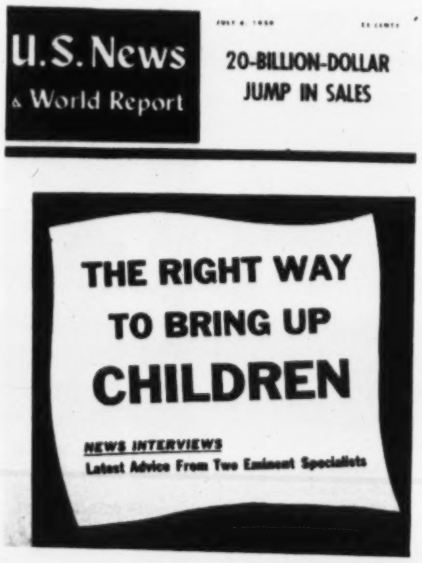
A 14,000-page salute


Mar. 14, 1959
THE NEW YORKER
Price 25 cents

BUSINESS WEEK
1957
1958
1959


LIFE
BIGGEST ANIMAL RESCUE OPERATION SINCE NOAH
POPULAR WORLD OF ANTIQUES
NOW 19¢
ZSA ZSA GABOR AND HER FAMOUS GHOST
JUNE 29, 1959 19 CENTS


The Saturday Evening POST
I Call on Danny Thomas
THE JESUITS
January 17, 1959


U.S. News & World Report
20-BILLION-DOLLAR JUMP IN SALES
THE RIGHT WAY TO BRING UP CHILDREN
NEWS INTERVIEWS
Latest Advice From Two Eminent Specialists

You advertise in Business Week when you want to influence management men

to a thoughtful space buyer

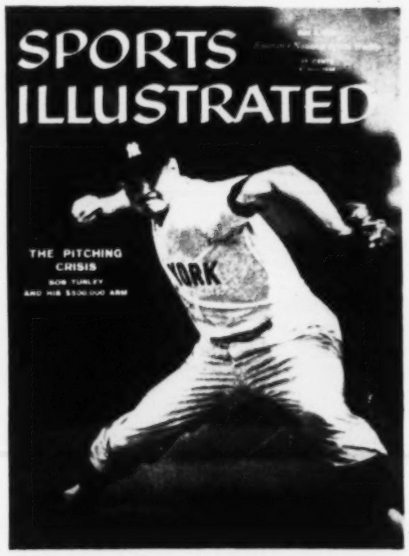
Newsweek
The Rush Toward Testing
CAN EVERYONE BE PIGEONHOLED?
VISIT RUSSIA
MAIN STREET GOES TO MOSCOW
15,000 Americans Invade the U.S.S.R.

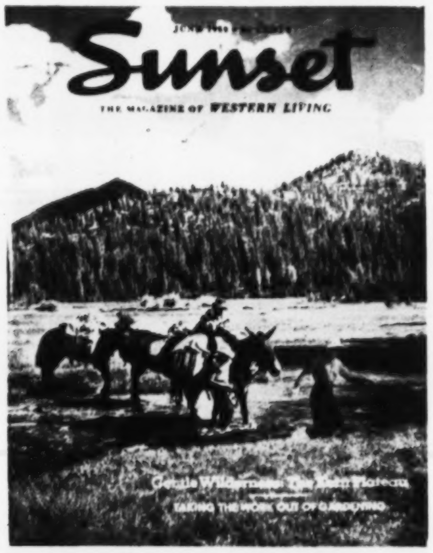
THE STRAUSS AFFAIR
Senate v. President
TIME
THE WEEKLY NEWSMAGAZINE

Business is on the up, and so are magazines . . . thanks to you, and you, and you. The men whose business it is to make media investments with maximum payoff for their clients, placed no less than 14,705 pages in just the ten top magazines, in the first 6 months of this year.

According to the P.I.B. boxscores, you put five pages more in The New Yorker than in Business Week, but we couldn't be second to nicer people. And of course, in Business Week's own active field—the general-business and news magazines (in color below)—you made your choice pretty clear.

Coming up, an even more exciting 6 months. The Magazine Publishers Assn. forecasts an average 8.2% page gain for all magazines. But you really started all this . . . what's *your* estimate?


SPORTS ILLUSTRATED
THE PITCHING CRISIS
BOB TURLEY AND HIS $500,000 ARM


Sunset
THE MAGAZINE OF WESTERN LIVING
TAKING THE WORK OUT OF GARDENING

OFFICIAL SCORECARD

Total Advertising Pages First 6 Months, 1959

1. The New Yorker	**2,332**
2. Business Week	2,327
3. Life	**1,785**
4. Newsweek	1,516
5. Time	1,489
6. The Saturday Evening Post	**1,408**
7. U. S. News & World Report	1,367
8. Fortune	945
9. Sports Illustrated	**793**
10. Sunset	**743**

Official scorekeeper: Publishers Information Bureau,
Magazine Publishers Association

BUSINESS WEEK

A McGraw-Hill Magazine — ABC

Tricks on TV Tape Cut Time, Costs on Kent Commercials

NEW YORK, July 21—Lennen & Newell is hailing another breakthrough in the unfolding new world of tape tv. The agency, one of the first to switch to tv tape recordings for most of its "live" tv sell, is learning how to achieve on tape the animation effects hitherto possible only on film, according to Lou Florence, producer for the Kent commercials.

Mr. Florence credits two CBS-TV-developed devices with making possible this achievement, the results of which can already be seen during the sales breaks on Kent's network tv shows. The commercials in question provide the action to go with a new "It makes good sense when you smoke Kents" jingle.

■ One device which enables the producer to work out tricky effects consisting of irregular wipes and combinations of wipes is called superwipe. The other is a key zoomer, by means of which titles, products and irregularly shaped objects of all kinds can be inserted and placed in the frame and zoomed forward or backward.

To the viewers at home, who have become accustomed to seeing everything on tv from a chorus of Dinah Shores to prancing cigarets to an advertiser's name practically bursting through the screen, these effects will not look greatly different from any other animation.

■ Their significance, as Mr. Florence sees it, lies in the fact that such animation effects are now possible on tape and that they cost substantially less than comparable spots on film. These Kent minute commercials would have cost about $10,000 each on film and would have taken three to five weeks to produce. Taped, they cost about half that and each commercial required only one day of shooting. Savings in other cases might run a good deal higher than these examples, he said. #

ICC Asks Standardization of Ad Spending Surveys

The International Chamber of Commerce has issued a brochure urging standardization of national surveys of advertising expenditures. The ICC points out that right now some nations do not make such surveys, while those that do define categories in different ways.

The ICC says that the value of these surveys would be greatly enhanced if they were made comparable with one another. The brochure contains a blueprint for a standardized survey, covering 13 different media categories. Copies of the brochure are available for 50¢ each from the ICC's U.S. Council, 103 Park Ave., New York.

Heritage Names North

Heritage Designs by Mary Elizabeth, New York, maker of women's clothes, has named North Advertising, New York, as its agency.

If you buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.

Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $4.00 a year for twelve issues; $7.00 for 24 issues. (New rates go into effect September 1, 1959.)

get **ART DIRECTION**

AA7, 19 W. 44th Street, New York 36, N. Y.

'HiFi Review' Names Two

HiFi Review, New York, has appointed Larry Sporn, formerly midwestern ad manager of the publication, eastern ad manager, succeeding Herbert Olsow, who resigned to start his own publisher representative company. *HiFi Review* also has named Frank T. Jones, who formerly headed his own publishers' representative company, to its ad sales staff.

Dell Boosts Circulation Base

Dell Publishing Co. will increase circulation guarantee for *Modern Screen* from 1,100,000 to 1,250,000, effective with the January issue. Rate for a b&w page, one time, will go from $3,190 to $3,625. At the same time Dell will increase circulation of its Modern Group, including *Modern Screen*, *Modern Romances* and *Screen Stories*, from 2,600,000 to 2,750,000. Ad base rate will be boosted from $6,400 to $6,770 per b&w page.

Admaster Publishes Booklet

"Practical Specifications for Visual Aids," a 15-page booklet on the preparation and presentation of visual aids, has been published and is available free from Admaster Prints Inc., 1168 Sixth Ave., New York.

'Reader's Digest' Names Three

Reader's Digest has appointed Robert L. Lasater Jr. to its Chicago sales staff, Starr F. Schlobohm to its New York sales staff and James W. Baker to its San Francisco sales staff. Mr. Lasater formerly was with Carton Craftsman Inc.; Mr. Schlobohm previously was with Scurry-Rainbow Oil Ltd., and Mr. Baker was with Crown-Zellerbach Corp.

Three Elected to C-M Board

William C. Lyddan, vp and account group head of Campbell-Mithun, Chicago; Norman F. Best, vp and general manager in Minneapolis, and Paul E. Morgan, vp and manager of C-M's Los Angeles office, have been elected to the agency's board.

'Saturday Review' Adds Met

The opera program of the Metropolitan Opera Assn. will be produced for the 1959-60 season under the direction of the *Saturday Review*. The new opera program will be printed by letterpress, and the format will be enlarged to 8x11". The ad rate will be based on $7,000 for a b&w page full season, 25 weeks. Circulation will be 4,200 copies per performance, 750,000 for the entire season.

To pick your best advertising buy
in the architect and engineer
planned building market,
Architectural Record suggests

GET THE ANSWERS TO 5 BASIC QUESTIONS...

Young Named Ad Manager

Anthony B. Young has been named advertising manager of Peoples Gas Light & Coke Co., Chicago. He succeeds Raymond W. Fenton, who has retired after nearly 36 years with the company. Mr. Young has been with Peoples Gas for 19 years and has served as assistant advertising manager since December, 1955.

Bevel Gets 2 New Accounts

Whitehouse Boat Mfg. Co., Fort Worth, and Great Southwest Warehouses, Dallas, have named Bevel Associates, Fort Worth and Dallas, as their agency.

Johnson Motors Put $2,250,000 Investment in Ads in '58: 'AR'

CHICAGO, July 21—Johnson Motors, Waukegan, Ill., manufacturer of outboard motors, invested $2,250,000 in advertising last year, it was disclosed in the August issue of *Advertising Requirements*.

The bulk of Johnson's advertising in 1958, *AR* said, went into magazines, with $1,050,000 of the company's budget going into this medium. Other expenditures included newspapers, $450,000; printing (mostly direct mail pieces), $300,000; sales promotion, $400,000, and administrative, $50,000.

It was estimated that Johnson's 3,800 dealers spent about $450,000 of their own money last year in newspapers to tie in with the company's national ad program, *AR* said.

■ An important facet of Johnson's marketing and advertising program is its participation in various boating and outdoor shows, *AR* said. Johnson maintains exhibits at three national boat shows, the All-Family Boat Show, which is sponsored by Johnson, and various county fairs and local outdoor shows which are entered mainly by Johnson dealers.

As part of the comprehensive report on Johnson, *AR* also carried separate articles on *Water Ways*, Johnson's external house organ, and "Building Dealer Traffic," an article on how Johnson promotes its products through its annual All-Family Boat Show. #

RCA Lowers Stereo Prices

RCA Victor Records, New York, has reduced the price of all popular stereo LP records in the LSP series from $5.95 to $4.95.

N. Y. Grand Jury Indicts 6 Deliverers Union Members

Six members of the Newspaper & Mail Deliverers Union in New York have been indicted on charges of conspiracy and extorting $110,600 from representatives of 19 newspaper distributors in the metropolitan area. Named in one or more of three indictments returned by the New York grand jury were Irving Bitz, described as an officer in two distributing companies, and a "nominal member" of the union; Sam Feldman, president of the deliverers' union from 1956-1959; Harry Waltzer, union business agent; William Walsh, former business agent; Angelo Lospinuso, former business agent, and Michael Spozate, vp of a distributing company and called a "nominal member" of the union.

The six defendants pleaded innocent to charges that they extorted money from distributing companies on the threat of causing work stoppages.

1 *Who leads in architect and engineer* **CIRCULATION?**

Architectural Record—by a margin of 16%! Here are paid circulation figures from current A.B.C. Publishers' Statements of the three leading architectural magazines:

	Architect Circulation	Engineer Circulation	Total Architect and Engineer Circulation
Architectural Record	**18,103**	**9,857**	**27,960**
Progressive Architecture	16,504	7,521	24,025
Architectural Forum	14,411	5,087	19,498

And you can reach Architectural Record's unequaled architect and engineer circulation at the lowest cost per page per 1,000!

2 *Who has the most* **MARKET COVERAGE?**

Architectural Record. Over 88% of the total dollar value of all architect-planned building, nonresidential and residential, is in the hands of the Record's architect and engineer subscribers.

3 *Who has preferred* **READERSHIP?**

Architects and engineers have voted Architectural Record "preferred" in 118 out of 131 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND THEIR AGENCIES.

And Record's *renewal percentage* is the highest in its field.

4 *Who's strongest in* **EDITORIAL?**

Architect and engineer circulation, market coverage, readership and renewals all point to Architectural Record. So do other Record exclusives including • most editorial pages • editorial content continuously timed and balanced with the aid of *Dodge Reports* to be of maximum value to architects and engineers *in terms of the work on their boards* • editorial evaluation by Eastman Research Organization • 5 out of 6 editorial awards to architectural magazines by The American Institute of Architects.

5 *Who's ahead in* **ADVERTISING?**

Architectural Record, for the 13th straight year!

There's one more question we would welcome the chance to answer: "How can Architectural Record help us sell more (*name of your product*)? Won't you ask us?

Architectural Record ABC ABP
119 West 40th Street
New York 18, N. Y.

The May Company Store, University Heights, Ohio; Architects: Victor Gruen Associates, J. A. Bialosky; Photographer: Jack Sterling.

CIRCULATION
COVERAGE
READERSHIP
EDITORIAL
ADVERTISING

5 ways your best buy

association president says:

"We Screened Several Midwest Cities Before Choosing Bloomington-Normal for Our New Offices"

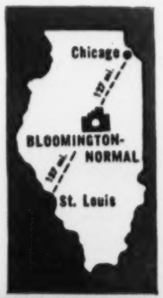
Selecting a site for our new office was not an easy job, or one that was taken lightly by anyone at the Illinois Agricultural Association. We first retained the services of a professional locating service. They, in turn, carefully screened the entire state for the right place to locate the new IAA offices. Bloomington-Normal was the final choice of the IAA Board.

We are looking forward to the time when our new office building is completed and we will be rendering service to our members from our new home in this fine community.

William J. Kuhfuss,
PRESIDENT
Illinois Agricultural Association

It's a fact!

Bloomington-Normal makes up the 7th largest drug sales market in Illinois. Your advertising in the Pantagraph assures coverage of this prosperous area.



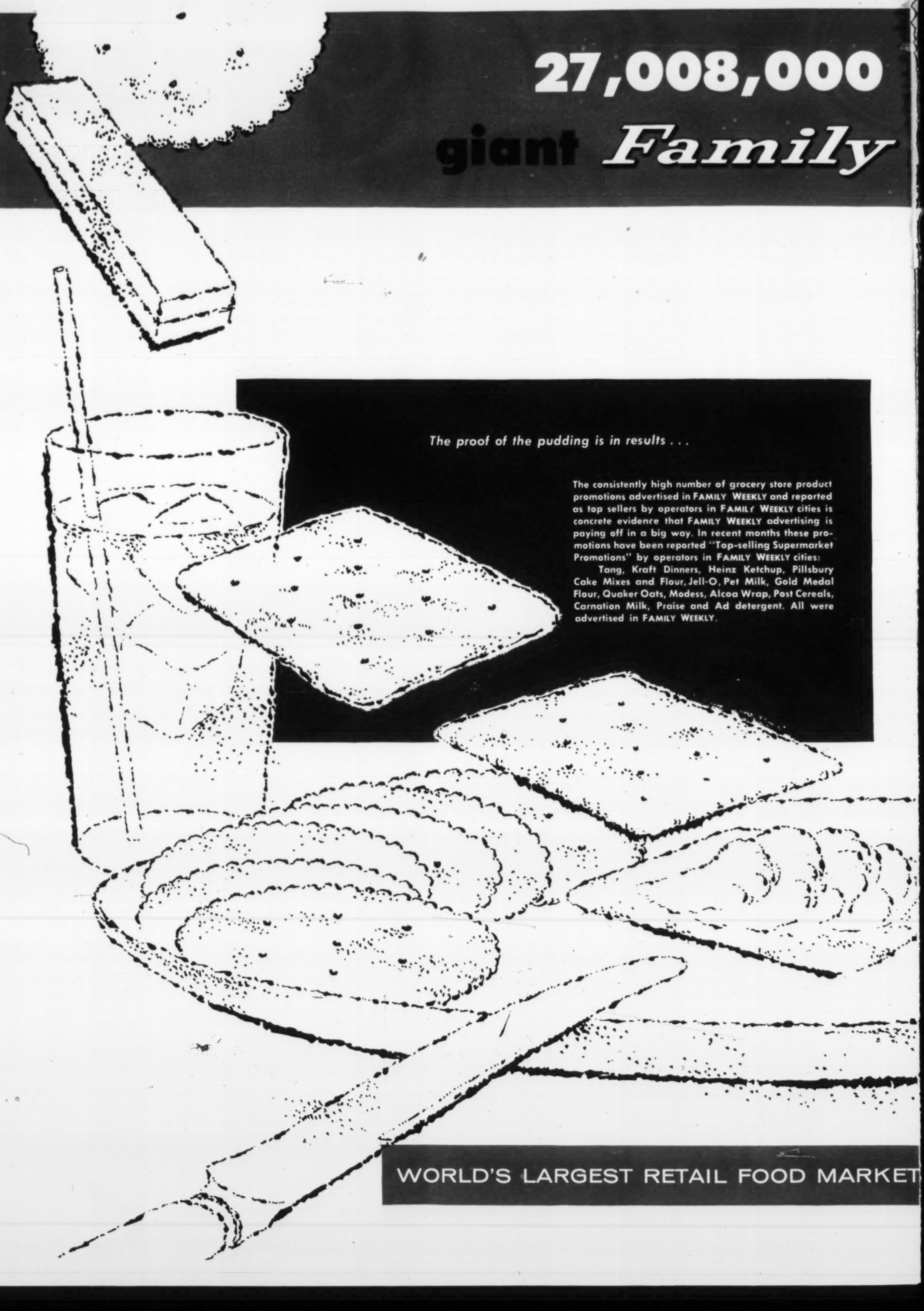
THE Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS

FULL COLOR
NOW AVAILABLE

Represented by Gilman, Nicoll & Ruthman

27,008,000

giant *Family*



The proof of the pudding is in results . . .

The consistently high number of grocery store product promotions advertised in FAMILY WEEKLY and reported as top sellers by operators in FAMILY WEEKLY cities is concrete evidence that FAMILY WEEKLY advertising is paying off in a big way. In recent months these promotions have been reported "Top-selling Supermarket Promotions" by operators in FAMILY WEEKLY cities:

Tang, Kraft Dinners, Heinz Ketchup, Pillsbury Cake Mixes and Flour, Jell-O, Pet Milk, Gold Medal Flour, Quaker Oats, Modess, Alcoa Wrap, Post Cereals, Carnation Milk, Praise and Ad detergent. All were advertised in FAMILY WEEKLY.

WORLD'S LARGEST RETAIL FOOD MARKET

SNACKS EACH DAY in the *Weekly* action market

There are 4,661,252 good reasons a week for Family Weekly's outstanding success in producing sales for its food product advertisers. In America's mighty middle markets, Family Weekly concentrates on families who buy more food for home consumption. They prepare and serve more lunches and meals at home. *It would require 27,008,000 servings each day to provide each person in* Family Weekly's *555-county coverage area with a between-meals snack.*

In this giant super market of sales (where its coverage is 20% or more) Family Weekly reaches an average of SIX out of every ten families. ONE dollar out of every $6.85 spent in all U. S. food stores is spent in Family Weekly's *action* market.

Grocers in Family Weekly's market whose annual food store sales total a whopping $7,375,423,000 know the importance of Family Weekly's full-color recipe pages in sparking sales. They know advertising in Family Weekly reaches practically all of their best customers, more than they can expect any other magazine or network TV program to reach, and they are quick to support it with important tie-in advertising and store promotion.

You can sell over 4.6 million food-conscious families in 183 important middle markets with your product story in Family Weekly. Alone, or in combination with other Sunday magazines, Family Weekly adds a major segment of the U. S. market to your coverage picture. Ask your Family Weekly representative for the full story.

FAMILY WEEKLY MAGAZINE, Inc.
Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Building
CLEVELAND 15: 604 Hanna Building

Family Weekly
The Sunday Advertiser

THAT CAN BE REACHED IN SUCH DEPTH WITH A SINGLE MEDIUM.

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

WIBW-TV

Libby, McNeill Names Two

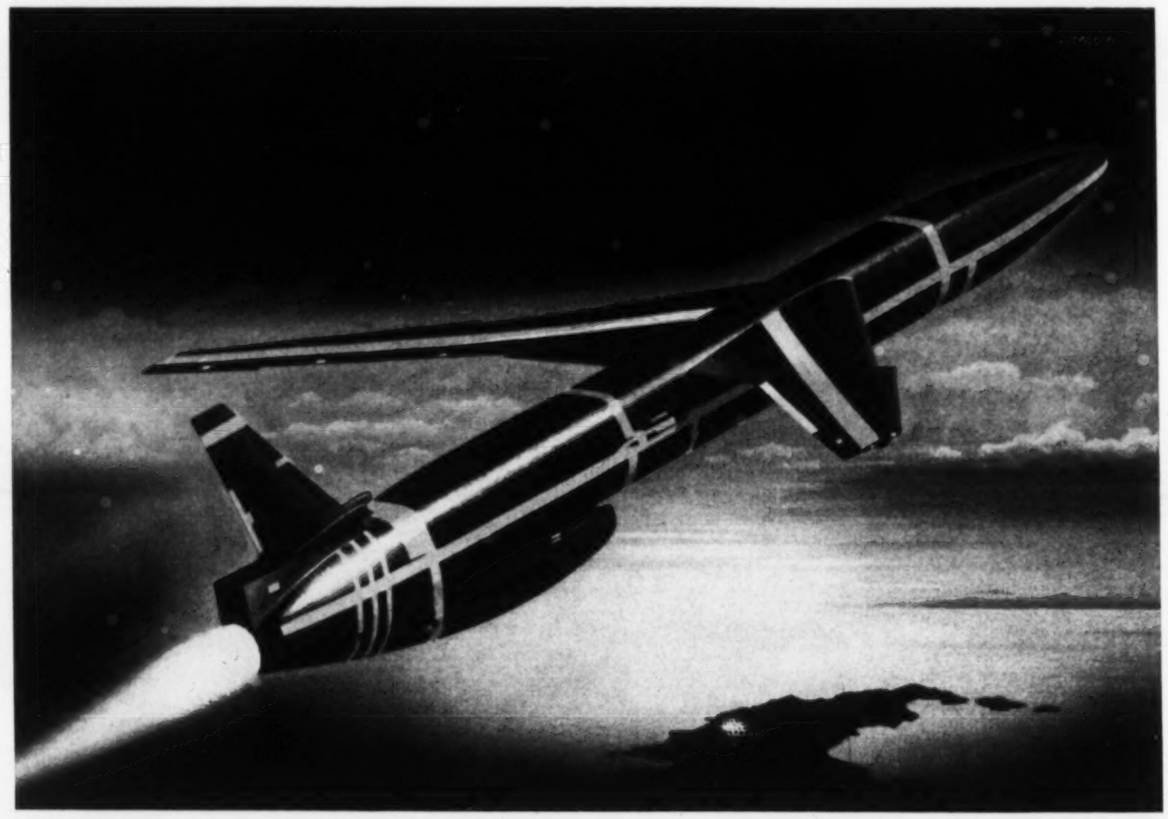
Libby, McNeill & Libby, Chicago food processor, has appointed David Burns, ad manager of Libby's tomato products, to the additional post of frozen foods product advertising manager. Libby also appointed George A. Magnuson, for the past two years research director of Wherry, Baker & Tilden, Chicago, manager of market research.

Shattuck Appoints Lomas

Frank G. Shattuck Co., Boston, has appointed Stanley A. Lomas Co., New York, advertising and marketing counsel for the new self-service Schrafft's Quality Isles, now being tested in selected supermarkets in the New York area.

KC&S Moves Office

KC&S Studios, New York design company, has moved to new offices at 11 W. 42nd St.



U. S. Air Force Snark Intercontinental Guided Missile. Range 5,000 miles.

It's Loaded
with buying power...
THE INDIANAPOLIS AREA*

You don't need radar to track your results in Indianapolis . . . the area where retail sales are orbiting a healthy 15.9 per cent above the national average.†

And it's no wonder when you realize that metropolitan Indianapolis ranks 13th among all cities over 650,000 in effective buying income per household, and 8th in retail sales per household.

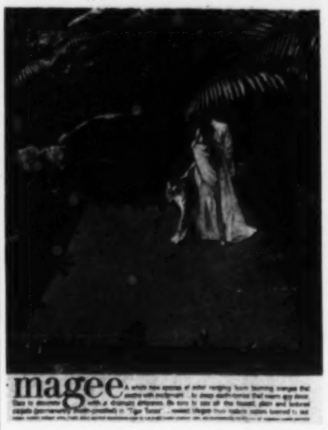
Get your sales program on the launching pad in this rich 45-county area . . . using The Star and The News . . . the media that get results. Write for full details.

† Sales Management, Survey of Buying Power, 1959

*FIRE YOUR SALES MESSAGES AT THIS RICH 45-COUNTY TARGET

Population: 2,152,000
Income: $3,823,053,000
Retail Sales: $2,466,255,000
Coverage: 54.9% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening
KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES



TIGER—*Magee Carpet Co. will use this verdant scene to introduce Tiger Tones, a new range of colors. The ad will run this fall in eight magazines. Grey Advertising, New York, is the agency.*

For Every 2 Fairfield Commuters, Another Commutes Backward

HARTFORD, CONN., July 20—Nearly half as many people commute from New York to work in Connecticut's Stamford, Greenwich and Darien as commute from the three communities to work in New York, according to a special Connecticut state labor department study of commuter patterns.

The southwestern section of Connecticut traditionally has served as home for many people in the advertising and allied fields based in New York.

The number of commuters from New York to the three Fairfield County towns, which embrace what is labeled the Stamford "labor market area," totaled 4,890. The New York-bound total was 10,425.

Statistics for the Norwalk area, which includes the towns of Westport, Weston, Wilton and New Canaan, showed 5,494 commuters go to New York as compared with 640 who come from the city. In the Bridgeport area, embracing the towns of Milford, Stratford, Easton, Fairfield, Monroe and Trumbull, the New York commuters totaled 1,029, while those from the city totaled 600.

■ The Danbury area, including the towns of Ridgefield, Redding, Bethel, Branchfield, Bridgewater, Kent, New Milford and New Fairfield, accounted for 931 New York-bound commuters and 370 from the city.

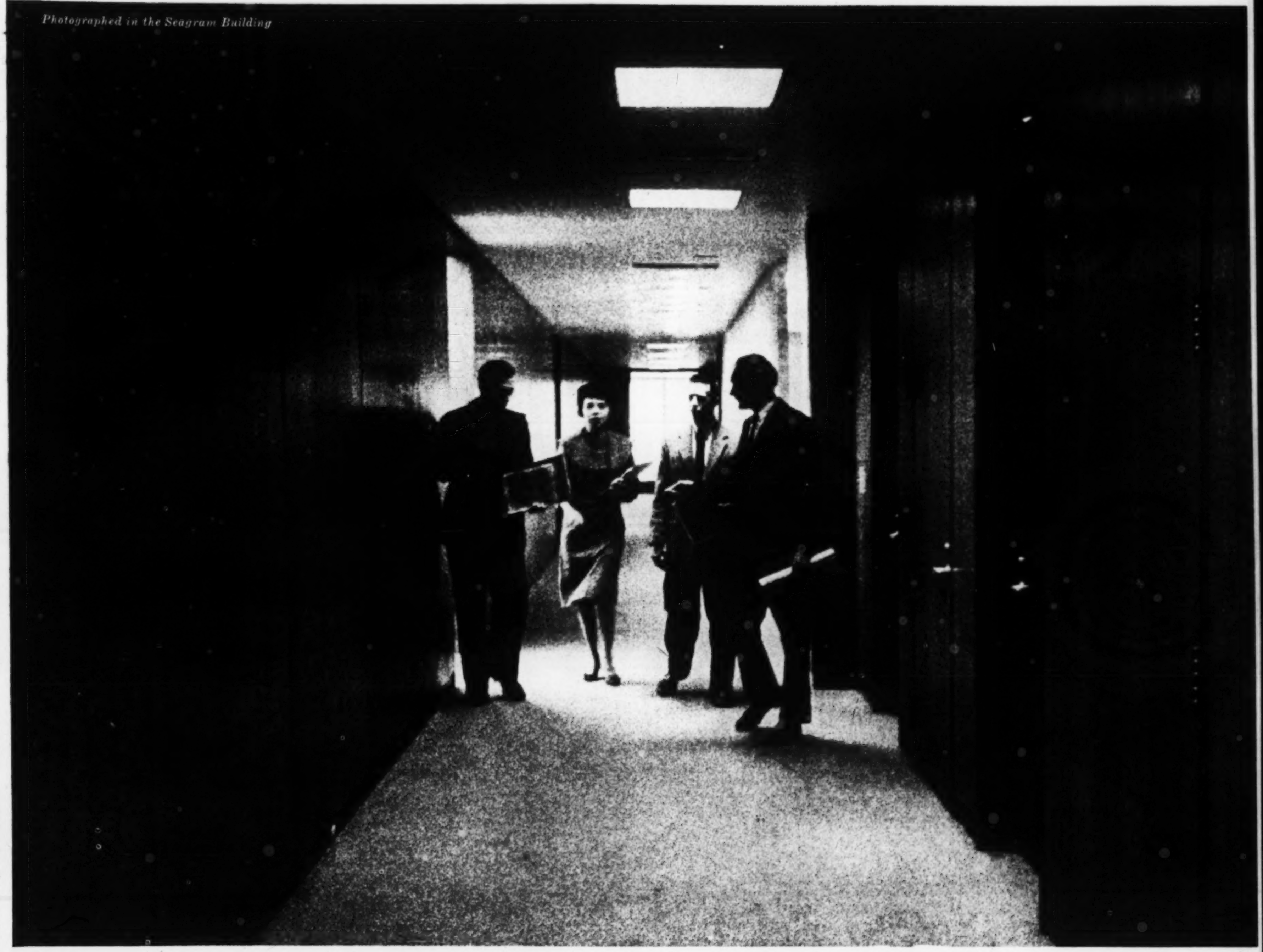
The department estimated that on a state-wide basis 19,721 Connecticut residents worked in New York or other New York state communities and 7,060 from the New York area worked in Connecticut. #

Association Attains Goal

Woolens & Worsteds of America, New York, trade association representing all segments of the American wool textile industry, has attained its goal of $300,000 for a two-year promotion to build "the prestige and sales" of American-made wool products. $150,000 allocated by the American Sheep Producers Council has been matched by 70 mills which have enrolled as regular members and by factors, suppliers and service companies which have joined as associate members. Robert S. Taplinger Associates, New York, has been appointed public relations counsel.

Nadco Appoints Williams

Nadco Sporting Goods Co., Chicago, has appointed William R. Williams Inc., Chicago, to handle its advertising. O'Grady-Andersen-Gray Inc. is the previous agency.



Photographed in the Seagram Building

New York is getting together for a meeting at the office. New York is getting together for a picnic over the weekend. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

'Free Press' Names Currier

Frederick P. Currier has been named research manager of the *Detroit Free Press*. He formerly was assistant research manager.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

'Groundswell' of Advertiser Interest in Community Papers Told by Davis

Agency Scrutinizes Them Carefully, McCann Exec Tells Knight Seminar

LOS ANGELES, July 21—Community newspapers do not have much acceptance among national advertisers and their agencies, but there is a groundswell of interest in them, Paul Davis, media director, McCann-Erickson, told some 100 local publishers and ad representatives at a meeting sponsored here last week by the John B. Knight Co.

One reason is that big agencies do not know much about community newspapers, Mr. Davis said. When considering the use of such a newspaper, he looks for one that supplies a need not filled by metropolitan newspapers, and evaluates how local news is handled.

"If a newspaper provides value to the community it serves, it will be read," Mr. Davis said. Readership studies are liked, he said, but he warned that his agency examines them with a critical eye.

▪ George Anthony, Honig-Cooper, Harrington & Miner, said that apart from editorial content and circulation, he evaluates a community newspaper in terms of its appearance and format and how well it is printed. Merchandising cooperation also can be the "little extra which makes ads work," he said.

His agency has food and package accounts, so, he said, color is considered important, and the quality of color reproduction a factor in the choice of a particular newspaper.

▪ Fred Olsen, media director of Hixson & Jorgensen, said that national advertisers need specific information about the area covered by a community newspaper. Since each advertiser is interested in different kinds of data, he said, such information should cover a broad area.

He said desirable information would include area population, the income and age of readers, whether they are married or single, racial characteristics, types of dwellings, nationality of parents, occupation, educational level, household possessions, the number of homes with telephones, hardness of water, number and types of retail outlets, transportation facilities, pay days, shopping days.

▪ Ken McCafferty, assistant ad manager of Sears, Roebuck & Co. in the area, agreed with the previous speakers, but said all the factors discussed are secondary to evidence that a newspaper rings the cash register. When Sears runs an ad, results are expected immediately, he said.

He asserted it is surprising how many community newspapers avoid quoting a circulation figure. "Community newspapers are going to have to make it a practice to establish a basic circulation figure and make this figure known to everyone," he said.

▪ Phil Merrick, advertising manager of Mayfair Markets, said certain information is particularly valuable when a store is opened in a new area. Such data as pay days for people in the area, racial characteristics which affect the types of items carried and featured in advertising, and buying habits generally, are necessary at the outset, he said.

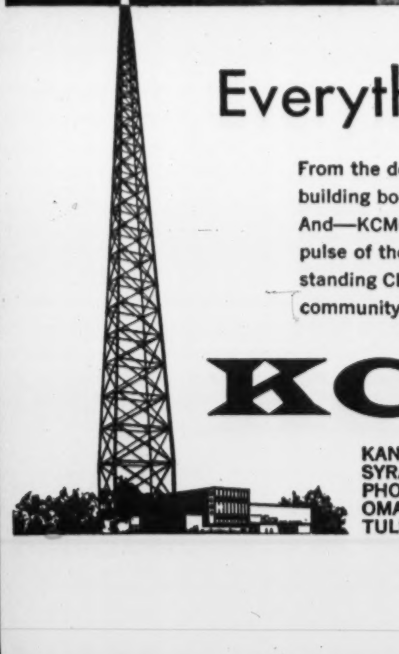
After a store is in operation, he asserted, the market can often give a newspaper as much information as it gets.

▪ Leonard Jick, advertising manager, Thrifty Drug Stores, declared: "One problem with community newspaper salesmen is their lack of education insofar as their own markets are concerned. We need all the help we can get, as it helps us in turn to sell our own management.

"When it comes to readership studies and things of that nature, when they are printed in brochure form, I want the whole story, not just portions," he said. "I would immediately suspect any data of this type wherein the entire study was not reproduced. I particularly suspect all studies that show a particular newspaper as being first in every category."

Time Inc. Promotes Donovan

Hedley Donovan, managing editor of *Fortune* since 1953, has been named editorial director of all Time Inc. publications, effective Sept. 8. The position was formerly held by John Shaw Billings, who retired in 1955. Succeeding Mr. Donovan at *Fortune* is Duncan Norton-Taylor, executive editor of the magazine.



NEW SIXTH STREET EXPRESSWAY symbolizes Kansas City's dramatic half-billion-dollar downtown redevelopment program which has attracted national attention.

KCMO-TV: Basic CBS TV. Channel 5.
Photo: Sol Studna

Everything's up to date in Kansas City

From the downtown renaissance to the suburban building boom, Kansas City races into the future. And—KCMO-TV keeps the city in touch with the pulse of the present and spirit of tomorrow. Outstanding CBS programming, award-winning news, community service.

This is why more people here watch KCMO-TV (say ARB and Nielsen) than any other station. Why sales are up to date in K. C. when you advertise on KCMO-TV. We broadcast at maximum power from the world's tallest self-supported tower—Kansas City's electronic landmark.

KCMO-TV/

Kansas City, Missouri
Joe Hartenbower, V.P. & General Mgr.
Sid Tremble, Station Mgr.

KANSAS CITY KCMO KCMO-TV The Katz Agency
SYRACUSE WHEN WHEN-TV The Katz Agency
PHOENIX KPHO KPHO-TV The Katz Agency
OMAHA WOW WOW-TV John Blair & Co.—Blair-TV
TULSA KRMG John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

DIRECT LINE TO CUSTOMERS

IN WASHINGTON, D.C.

Among the various factors that make one newspaper in an area more valuable to advertisers than another is the type and number of customers it produces. The notably high regard that advertisers have for readers of The Washington Star is evidenced in the fact that The Star is the number one advertising medium in The Nation's Capital in total advertising. The strong confidence that readers place in The Star has made it the most powerful advertising medium in the metropolitan Washington area, with a concentrated circulation in the "Able to Buy" Volume Areas.

MULTIPLE PAGE
DISCOUNTS ON
Full ROP Color
DAILY & SUNDAY

Be sure to check The Star's attractive rate structure and MULTIPLE PAGE DISCOUNTS. You will find it practical and economical to use ROP COLOR in The Washington Star. Your O'Mara & Ormsbee man will furnish full information.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

Pitzer
Lipscomb
Meeker

LINKED—*Fred Pitzer, president of the New York chapter of the American Assn. of Newspaper Representatives; Charles Lipscomb, president, Bureau of Advertising, American Newspaper Publishers Assn., and Herb Meeker, national president of AANR, appear happy following announcement of a joint effort by the BofA and AANR to sell national advertisers on newspapers. Mr. Pitzer is with Jann & Kelley, New York rep company. Mr. Meeker heads Scolaro, Meeker & Scott, also New York.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending June 7, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	320	158,154
2	General Foods Corp. (4 Nets)	196	112,508
3	Ex-Lax Inc. (ABC, MBS, NBC)	237	112,265
4	Brown & Williamson Tobacco (NBC)	170	104,699
5	Lewis Howe Co. (NBC)	170	104,546
6	Midas Inc. (ABC, NBC)	148	86,543
7	Bristol-Myers Co. (CBS, NBC)	103	76,704
8	Liggett & Myers Tobacco (NBC)	203	72,108
9	Stewart-Warner Corp. (CBS)	84	66,021
10	Hudson Vitamin Products (ABC, CBS, MBS)	198	65,332
11	Pepsi-Cola Co. (4 Nets)	122	58,115
12	Longines-Wittnauer (CBS, NBC)	108	51,143
13	B. T. Babbitt Inc. (NBC)	77	47,081
14	Time Inc. (NBC)	97	45,010
15	Lever Bros. Co. (NBC)	56	38,328
16	Automotive-Amer. Motors (NBC)	88	38,185
17	General Mills Inc. (NBC)	88	38,185
18	Shulton Inc. (CBS, NBC)	57	37,194
19	Mogen David Wine Co. (NBC)	81	36,946
20	Mutual Benefit of Omaha (CBS, NBC)	57	34,075

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco (4 Nets)	211	96,616
2	Brown & Williamson Tobacco (NBC)	128	74,227
3	Lewis Howe Co. (NBC)	128	73,341
4	Ex-Lax Inc. (ABC, MBS, NBC)	163	72,932
5	Midas Inc. (ABC, NBC)	111	60,779
6	Bristol-Myers Co. (CBS, NBC)	85	60,649
7	Hudson Vitamin Products (ABC, CBS, MBS)	197	59,373
8	General Foods Corp. (4 Nets)	90	51,470
9	Liggett & Myers Tobacco (NBC)	155	51,355
10	United Motors-Gen. Motors (CBS)	68	40,949
11	Colgate-Palmolive Co. (ABC, MBS)	78	40,370
12	Stewart-Warner Corp. (CBS)	53	38,046
13	Chevrolet-Gen. Motors (CBS)	60	37,960
14	Standard Brands Inc. (CBS)	43	34,772
15	A. E. Staley Mfg. Co. (ABC)	63	34,475
16	Wm. Wrigley Jr. Co. (CBS)	60	34,428
17	Mutual Benefit of Omaha (CBS, NBC)	61	33,557
18	B. T. Babbitt Inc. (NBC)	58	33,514
19	Pepsi Cola Co. (4 Nets)	67	30,320
20	General Mills Inc. (NBC)	66	26,916

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Ziegenhagen Heads Industrial Research Group

M. E. Ziegenhagen, manager of advertising and marketing promotion of Worthington Corp., New York, has been elected board chairman of Industrial Advertising Research Institute, Princeton, N. J., to succeed Fred E. Adams, president of G. M. Basford Co. Also elected to the institute's board are Harold W. Hoffman, assistant director of advertising, U. S. Steel Corp., and G. C. Buzby, president of the Chilton Co.

H. A. Harty, recently elected chairman of National Industrial Advertisers Assn., automatically serves concurrently as one of IARI's trustees. Robert W. Boggs, advertising manager, Union Carbide Plastics Co., will serve as vice-chairman; Arthur H. Dix, vp-research, Conover-Mast Publications, has been reelected secretary, and Charles Farran, president, Griswold-Eshleman Co., has been reelected treasurer of the institute.

Bevel Agency Uses Internal Awards 'to Boost Work Quality'

FORT WORTH, July 22—Bevel Associates has initiated a program of internal monthly awards to stimulate teamwork and creativity in the agency's offices both here and in Dallas.

Each month a committee examines all work for clients done in both offices the preceding month and makes awards for teamwork and creativity excellence at regular staff breakfasts.

"The awards we give to our people are not designed to create active competition among our staff members, but rather to recognize outstanding work produced and generally to increase the quality of the over-all agency effort," George C. Bevel Jr., an agency executive, explained. #

Alspaugh and Payne Head Two ABP Committees

Dr. H. P. Alspaugh, editorial supervisor, Standard Rate & Data Service, has been named chairman of the statistical committee of Associated Business Publications, New York. The other members of the committee are Hugh Britton, director of census, McGraw-Hill Publishing Co.; Dr. Jay M. Gould, director of research, *Sales Management;* Douglas Greenwald, chief statistician, McGraw-Hill, and Audrey Schipper, director of research, Fairchild Publications.

H. Judd Payne, vp, magazine and book division, F. W. Dodge Corp., New York, has been named chairman of ABP's education committee. He succeeds Walter E. Botthof, publisher, Standard Rate & Data Service, Chicago.

RAB: Don't Forget the Imports

The Radio Advertising Bureau believes the radio audience figures are being short-changed. In a new brochure, RAB points out that 2,200,000 Japanese radio receivers—most of them transistor sets—were sold in the U.S. last year, resulting in a grand total of 14,770,000. This, RAB notes, was "three times greater than the sales of tv sets."

Petroleum Buys 'Monitor'

Petroleum Publishers, Denver, has purchased *Monitor*, oil and gas abstract magazine, from Dresser Industries, Dallas. Publisher of *World-Wide Mining Abstracts, Rocky Mountain Oil Reporter* and *Rocky Mountain Oil Directory*, Petroleum Publishers plans to change *Monitor's* name to *World-Wide Oil & Gas Abstracts.*

Johnson to Stromberg-Carlson

Payne B. Johnson has joined Stromberg-Carlson as head of advertising and public relations in the San Diego office. Mr. Johnson was previously with KFSD-NBC radio, San Diego.

Hovde Moves to D-F-S

N. Newbury Hovde, formerly with McCann-Erickson, has joined Dancer-Fitzgerald-Sample, New York, as an account executive.

SELL MORE ACROSS CANADA:

Sell with The Financial Post. Here are your most important prospects in Canada: nearly 80% of all Post primary readers are in business, professions, government (Gruneau Research). Sell more to Canada's biggest buyers with

The Financial Post

Canada's foremost business newspaper

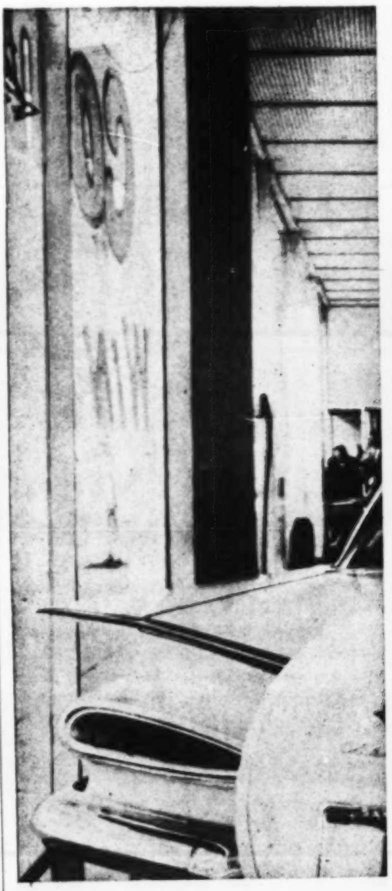
481 University Avenue, Toronto 2

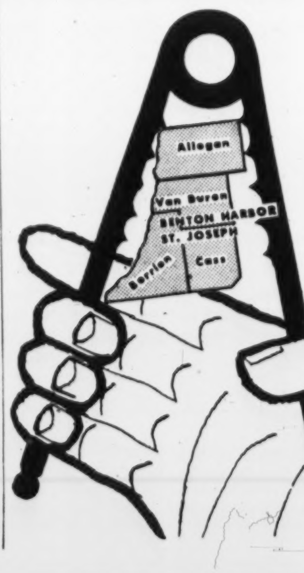
1242 Peel Street, Montreal 2

1030 W. Georgia St., Vancouver 5

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION





DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

LEWIS SNYDER, *formerly vp and copy supervisor of J. Walter Thompson Co., New York, has joined Leo Burnett Co., Chicago, as vp and associate copy director. He was with JWT 16 years.*

'Pop Science' Names Two

Popular Science Monthly, New York, has appointed Elmen D. White, formerly with *The American Weekly,* branch manager in Cleveland, succeeding Cyrus Mizen, who resigned to join *Newsweek. Popular Science* also has promoted William Balgley from assistant promotion manager to promotion manager, succeeding John McKeon, who resigned.

Pan Am Promotes Dixon

Robert J. Dixon, formerly advertising superintendent, has been named to the new post of sales promotion manager of the advertising department of Pan American World Airways, Pacific-Alaska division. He will be in charge of promotions, advertising tie-ins, displays, exhibits and poster programs.

Wittner Names Two

Fred Wittner Co., New York, has appointed William Blatchley Jr. controller and Jack Ehn an art director. Mr. Blatchley formerly was assistant treasurer of Gaynor & Ducas. Mr. Ehn previously was with Caru Studios.

RETAIL SALES?

$735 million in Georgia's money belt

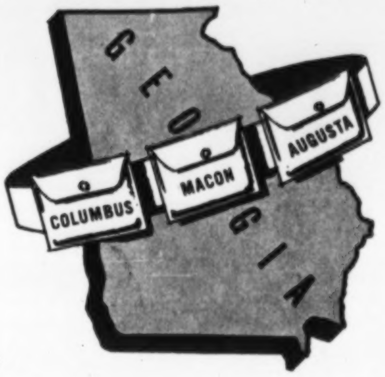
Cash registers are ringing up sales at the rate of $735 million in the Augusta-Columbus-Macon trading area. Penetrate this 60-county market with this 3 paper combination buy that gives you savings to 10% on each ten thousand lines.

For **impact** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



SAN DIEGO CALIFORNIA

1958 AUTOMOTIVE SALES: $205,651,000

With automotive dealer and store sales topping $200 million, the San Diego market ranks 23rd among the nation's 292 Metropolitan County Areas. That puts San Diego out in front of such markets as these:

SEATTLE, WASHINGTON . . $187,519,000 **FORT WORTH, TEXAS . . $148,832,000**
INDIANAPOLIS, INDIANA . . $180,285,000 **COLUMBUS, OHIO $144,674,000**

To sell San Diego — third largest market in the West and fastest growing market in the nation — advertise in the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000. And surveys conducted by Facts Consolidated indicate a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

No other medium delivers the Columbus and Central Ohio Market like the

Columbus Dispatch

Circulation—Daily: 181,410; Sunday: 241,923

Optional Combination Rate with the morning Ohio State Journal now available

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power . . . The Dispatch has the selling power

The Columbus Dispatch

OHIO'S GREATEST HOME NEWSPAPER

Faulkner-Stewart Launched

Faulkner-Stewart Co., a new San Jose, Cal., agency, has opened offices at 1261 Lincoln Ave. Principals of the new organization are George Faulkner, an advertising and marketing specialist, and Neale Stewart, an artist and illustrator.

'Sun-Journal' Boosts Fontaine

Y. Roger Fontaine, advertising manager of the *Sun-Journal*, Lewiston, Me., has been promoted to business manager and advertising director. Mr. Fontaine has been with the *Sun-Journal* for 22 years, and has been ad manager for the past 12 years.

Trade Press Appoints Lynch

Edward M. Lynch has been appointed Chicago representative for Trade Press Publishing Co., Milwaukee, and will have offices at 332 W. Harrison St., Oak Park, Ill. The company publishes *Better Building Maintenance* and *Sanitary Maintenance*.

and
Save 65¢
White King

SAVE—*Coupon offer is featured in newest White King liquid detergent advertising in two-column newspaper ads in Southern California. Erwin Wasey, Ruthrauff & Ryan is the agency.*

U. of Illinois Sets New Fund Honoring James Webb Young

URBANA ILL., July 21—University of Illinois will begin a drive this fall for contributions to the James Webb Young Fund for Advertising Education.

The fund, begun last April by the department of advertising, college of journalism and communications, honors James W. Young, senior consultant at J. Walter Thompson Co.

C. H. Sandage, head of the advertising department, said the fund will be used to assist graduate students conducting research in advertising, and to assist outstanding students interested in teaching advertising at the university level.

"Another possible use of the Young fund," Mr. Sandage said, "is to develop brochures and other materials designed to acquaint high school and college students with the values of entering an educational program specifically designed to educate for eventual practice in the field."

Graduates of the university will be canvassed next fall for funds. Contributions can be made to the James Webb Young Advertising Fund, Advertising Department, Gregory Hall, University of Illinois, Urbana. #

'Hi-Time' to Take Advertising

Hi-Time Publishers, Milwaukee, has opened the pages of *Hi-Time*, weekly Catholic magazine for teen agers, to advertisers for the first time. Rates effective Sept. 18, 1959, will be $550 for one b&w page, one time. A premium color charge of $100 will be made for black with one color. *Hi-Time* estimates the coming year's circulation at 100,000.

Harmon Joins Rogers & Smith

William B. Harmon has been appointed assistant director of radio and television for the Kansas City office of Rogers & Smith Advertising Agents. Mr. Harmon recently resigned a position as instructor of speech and journalism at the University of Kansas.

Johnston Adds Oneida Duties

Harold F. Johnston, manager of publicity and institutional advertising of Oneida Silversmiths, Oneida, N. Y., has been given the additional responsibilities of advertising manager, a new post.

Kranzten Studio Moves

Kranzten Studio, photographic and art studio, has moved from Evanston, Ill., to larger offices at 22 W. Hubbard St., Chicago.

Another thriller-diller from WJRT—

"What's on tap, Chief?"
"WJRT, Ponsonby . . . the efficient way to deluge Flint, Lansing, Saginaw and Bay City with a sales story."

Direct pipeline to all four of the big mid-Michigan metropolitan areas: that's WJRT, *the* efficient, single-station way to sell Flint, Lansing, Saginaw and Bay City. And you do it with a grade "A" or better signal. No need to skirt the issue when there's WJRT to put you in the winner's circle—to give you penetration of mid-Michigan's nearly half-million TV households from within. If your bailiwick's Flint, Lansing, Saginaw and Bay City, WJRT's your efficient blanket buy. There's room on the bandwagon. Come aboard!

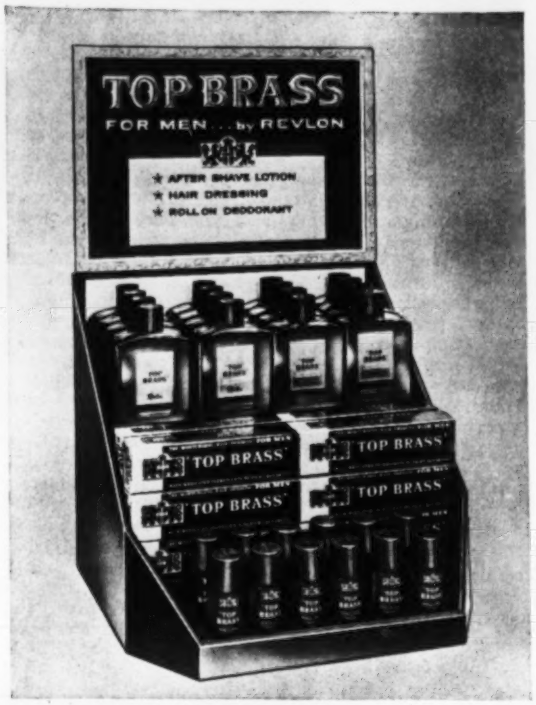
WJRT

CHANNEL 12 FLINT

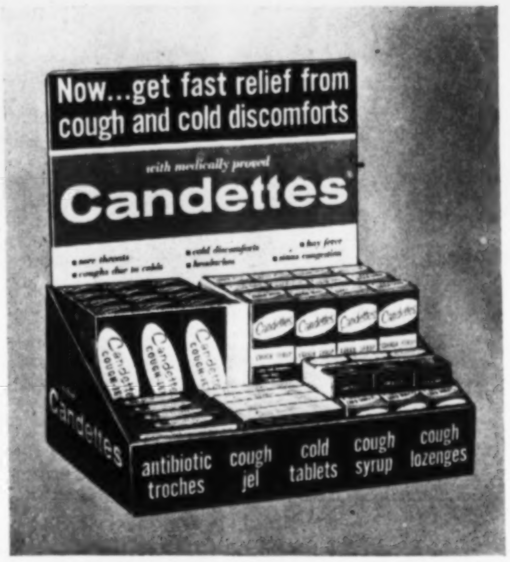
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

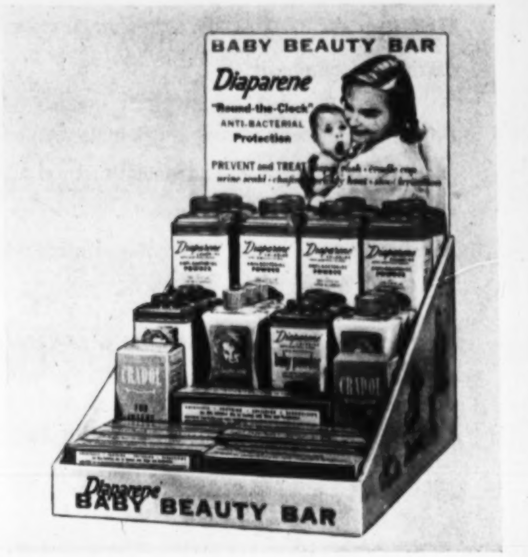
New York • Chicago • Detroit • Boston • San Francisco • Atlanta


TOP BRASS
FOR MEN ... by REVLON
AFTER SHAVE LOTION
HAIR DRESSING
ROLL-ON DEODORANT
TOP BRASS

Top Brass—holds a dozen of four items, occupies very little counter space. The "Top Brass" logotype is vacuum formed, inserted in die cut opening. Shipped with stock in position.


Now...get fast relief from cough and cold discomforts
with medically proved
Candettes
Candettes
antibiotic troches
cough jel
cold tablets
cough syrup
cough lozenges

Candettes—a complete cold relief, self vending merchandiser, displaying five Candettes—troches, nasal spray, cold tablets, cough syrup, and cough lozenges. Very popular with dealers, and a strong impulse sales maker.


BABY BEAUTY BAR
Diaparene
"Round-the-Clock"
ANTI-BACTERIAL
Protection
Diaparene
BABY BEAUTY BAR

Diaparene—with a superb halftone illustration lithographed on the metal back. Also holds a variety of products for baby care. Received enthusiastically by the trade.

Metal Clad

Einson-Freeman's revolutionary new concept of durable counter and floor displays

- The counter displays shown above are made of tough 200-lb. test corrugated board—fitted with a covering of paper thin steel that gives the fabricated board extraordinary strength. The metal sheet is beautifully lithographed to your specifications. (Patent applied for.)
- The Metal Clad display is bright and sparkling, can be washed or dusted, and used indefinitely without looking worn or shabby. And it costs about one-third less than an all-metal container with the same capacity.
- The Metal Clad display has a smart appearance, is welcomed by dealers; ensures choice position for your product, and long sustained sales—a promotion that earns its costs many times in extra volume.
- We suggest that you see these new counter display shipping container units as soon as possible. Phone, wire or write for samples.

Einson-Freeman Co., Inc.

Makers of displays that fit today's needs

Starr & Borden Avenues, Long Island City, N.Y.
166 East Superior St., Chicago · 310 W. Congress, Detroit · 470 S. San Vicente Blvd., Los Angeles

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.

SELLING AT THE POINT OF IMPRESSION
Selling at the Point of Impression
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

World Trade Fair Stirs Interest in Chicago as Seaport

CHICAGO, July 21—The Chicago International Trade Fair that the Chicago Assn. of Commerce and Industry has been running at Navy Pier, which closed its doors July 18, scored a success in terms of the association's purpose: Stirring up interest among midwestern importers, wholesalers, retailers and consumers in importing more foreign products of all kinds.

The exhibitors—there were about 400 from 65 countries exhibiting some 20,000 import items produced by about 3,000 foreign manufacturers—included many newcomers to this market who seemed genuinely impressed by the size and potential of the Midwest.

■ F. Protopapas of the Greek department of commerce told ADVERTISING AGE that Greek exporters, who have largely confined their U.S. marketing to the East Coast, now visualize the Midwest as lush new territory wherein Greek sales might overcome that country's dollar deficit of some $35,000,000.

Food was the big item at the fair, accounting for some 30% of the exhibit space. Gift items, textiles, apparel, handicrafts and jewelry as a group occupied about 20% of the space. Other major categories were electronic, optical and photographic equipment, business machines, sports goods and hardware.

Japan and Poland accounted for most of the heavy machinery shown. Poland, which hadn't exhibited in the Midwest since before World War II, drew strong buyer and consumer interest in its food and leather lines (its ham retailing operation at the fair was vigorous).

■ But according to J. Wachnowski, head of the Polish exhibits, Poland's highest hopes are for its industrial machinery and liquors. In these lines, he told AA, Poland could at least triple its U.S. volume if lower tariffs were put on Polish goods.

Japan turned out in strength at the fair, exhibiting thousands of products, both consumer and industrial, made by more than 500 manufacturers. Japan had the largest pavilion at the fair. The high-interest items included the colorful transistor radio line of Hitachi Ltd., Tokyo, and Nippon Electric Co.'s range of electronic communications equipment.

Buyer registrations at the fair totaled approximately 21,000, fewer than the 75,000 predicted by fair officials (AA, July 6). But public attendance ran well over the 800,000 mark, more in line with the official expectations.

U. S. MARKETING STARTLES POLES

PHILADELPHIA, July 21—Polish business men and "merchandising" experts have no idea of the part advertising can play in a nation's economy, Robert N. D. Arndt, exec vp, Arndt, Preston, Chapin, Lamb & Keen, told a press conference here following his return from that country.

Mr. Arndt was part of a four-man trade mission sent to Poland by the Department of Commerce. He also was the only team member representing the advertising profession.

In speaking to members of the Polish Department of Foreign Trade, which Mr. Arndt said is really a merchandising organization, he found:

1. They had no idea what advertising really is, because the state operates all businesses and newspapers.

2. They were shocked to hear that a page in *Life* costs about $35,000.

3. They were fascinated about how a national ad program is begun by testing on a local basis.

4. The only organization resembling an advertising agency in Poland is called Agtol. Agtol, however, is state-operated and is not particularly interested in selling—only in informing the public.

5. There are only 10,000 television sets in the entire country, all receiving state-sponsored programs, with no commercials.

■ "There really is no need for commercial advertising in Poland, as we need it," Mr. Arndt said, "because there is no competition."

In fact, he added, demand for all goods exceeds supply, and consumers would buy any product "if they could obtain it."

Mr. Arndt said the merchandising group obviously was fascinated by American advertising and merchandising methods and expressed hope they could come to the U. S. to study agency operations. #

NOW!

The Dallas Morning News has both the largest daily and Sunday circulation in Texas!

213,110 DAILY
222,962 SUNDAY
March 31, 1959 Publishers Statements

CRESMER & WOODWARD, INC. • *National Representative*
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

ANNOUNCING

the greatest advertising record in CHICAGO DAILY NEWS history

During the first 6 months of 1959 the Chicago Daily News published:

- **More *total* advertising than in any similar period in its 83-year history**
- **More *total display* linage than ever before**
- **The largest Daily News *retail* volume ever**
- **The top *financial* linage volume for an all-time Daily News record**
- **More *retail grocery* advertising than has ever been carried by any paper in Chicago**
- **More *full color*, more *spot color*, more *total color* than the Daily News has ever carried**

And the second 6 months started off with a bang . . . the July 1st issue was the largest the Chicago Daily News has ever published.

Marshall Field Jr.
PUBLISHER

USE THE POWER OF THE "NEWS" IN CHICAGO

Thomson Parlays 'Retirement' into NewMediaEmpire

(*Continued from Page 3*)

a peak of $10.50 before slipping back a little.

■ By the weekend, the buyer had been identified as Roy Thomson. He admitted he was negotiating with Kemsley but refused to go into details.

Last week Lord Kemsley filled in some of the details. "If the negotiations are duly completed on the basis now contemplated, ordinary stockholders would be in a position to realize their holdings at a price of $12.60 per $2.80 nominal value." The announcement added the rider—"if they wish to do so."

Again there was no mention of Mr. Thomson as the bidder.

By last Thursday the Kemsley shares were fetching more than $11.76 and still climbing—double what they were a week ago, when they stood at $5.88.

■ Then, late Thursday, the deal was closed. Lord Kemsley announced that Mr. Thomson's offer had been accepted. Since Lord Kemsley and his family are believed to hold at least 52% of the ordinary shares, their acceptance would be enough to give Mr. Thomson control.

If all the ordinary shareholders accept the offer, Mr. Thomson will lay out some $31,500,000. But it is doubtful he will have to. Many of the ordinary stockholders are expected to hang on and go along with Mr. Thomson for the ride. He has proved himself in the past a shrewd and able business man. And he promises a bigger dividend in the future.

■ Roy Thomson left school at 14 and was successively salesman, farmer, stenographer and bookkeeper. He laid the foundation for his fortune in Canada's remote North Bay.

Roy Thomson

Mr. Thomson was stuck with a stock of radios that no one would buy because reception was so poor. Finding himself with a lemon, he proceeded to make lemonade.

First he got a franchise to operate a radio station. He did all the work himself. Within a year he had not only sold all the radios but was in a position to buy his first newspaper, a local weekly.

Since then his motto has been: "Never a backward step."

■ He came to Britain in 1953—ostensibly to "retire" in Scotland and leave his chain of Canadian radio stations and string of North American newspapers to his son. While here he looked around and thought he could apply the same methods here that he had used successfully in Canada.

The British took at once to this short, rather plump man with the gray hair and the so-thick spectacles.

Soon he had bought the *Scotsman*, the *Weekly Scotsman*, *Evening Dispatch* and a group of weeklies centered on Inverness, the most important of which is the *Highland News*.

■ Commercial television came to Britain. Mr. Thomson, with his Canadian experience behind him, thought he was the right person to operate a program company. The government-appointed Independent Television Authority (ITA), which leases the transmitter facilities to the program companies, which provide the entertainment and sell advertising time, thought so too.

It assigned him the franchise for the Scottish lowlands, based in Glasgow.

The result is that the jovial Canadian comes closer to owning a tv program company outright than anybody else in Britain. His Thomson British Publications Ltd. owns 72% of the stock in Scottish Television Ltd. Mr. Thomson himself holds another 8% personally.

When he got the franchise, Mr. Thomson described it as "a license to print your own money." Presumably he has printed enough by now to pay off the Kemsley deal.

For in British television, a field where prosperity is the natural state of things, Scottish Television stands out as a prosperous company. It cannot, of course, be compared with the giant London program companies (Associated Rediffusion Ltd., Associated Television Ltd.) but its advertising rates are higher than those of any other provincial station.

■ Still not satisfied, Mr. Thomson continued to expand his newspaper and radio holdings in North America. Only recently he added to the string, bringing it up to 28 newspapers, of which 25 are dailies.

His latest addition was the *Progress-Index*, published in St. Petersburg, Va. It is typical of the type of newspaper he has sought out in North America; most have a circulation around 20,000 (few of them go above 35,000); they tend to be dominant in their respective areas.

■ Lord Kemsley (born Gomer Berry) and his family agreed to sell Mr. Thomson their 1,000,000 shares for $14,000,000 cash—$11,200,000 as a down payment, with the balance payable in $280,000 drafts over 10 years.

On his side, Mr. Thomson will inject his Scottish newspaper and television interests into the Kemsley business. For this the Kemsley Newspaper Co. will pay him $9,800,000—$2,800,000 in cash, $5,600,000 in new deferred shares, plus $1,400,000 in debentures.

After this capital upheaval, Mr. Thomson will hold two-thirds of the new controlling capital. Among the company's assets will be Kemsley's Withy Grove plant in Manchester—said to be the biggest printing house in the world.

He will also control the Kemsley newspaper interests which include the *Sunday Times* (circulation 832,657), *Empire News* (2,149,304), *Sunday Graphic* (913,648), *Newcastle Sunday Sun* (216,080); the provincial morning papers *Newcastle Journal* (133,261), *Cardiff Western Mail* (96,355), *Sheffield Telegraph* (92,446), and the Aberdeen *Press & Journal* (85,713); the provincial evening papers *Manchester Evening Chronicle* (282,455), *Newcastle Evening Chronicle* (260,055), *Sheffield Star* (208,629), *Cardiff South Wales Echo* (148,808), *Middlesborough Evening Gazette* (112,370), and the *Aberdeen Press & Journal* (83,108); plus the Lancashire and Cheshire County Group of weeklies, with a circulation of 80,035.

The Kemsley string can boast a larger combined circulation outside London than any other British newspaper chain.

■ In addition, Mr. Thomson gets control of a couple of nationally distributed horse racing and sporting papers and an interest in his opposition newspapers in Glasgow —the *Record*, *News* and *Mail*— which Kemsley sold to the *Daily Mirror* in 1955.

There are other plums in the Kemsley pie: a long-term contract with the *Daily Mirror* to print the north country editions of their newspapers at the Withy Grove plant in Manchester, as well as control of four publishing houses.

One of the publishing houses, acquired by Kemsley in 1953, publishes the Liverpool daily *Journal of Commerce & Shipping Telegraph*.

■ Mr. Thomson, 65, appeared to have settled firmly in Scotland, commuting easily between Glasgow, Edinburgh and North America. But presumably he will move his base to London and operate from Kemsley House, not too far from Fleet St.

He has been in London much of this week, while negotiations were going on with Lord Kemsley. In a London office last week he gave some of the background of the deal, speaking in a Canadian accent in which his excitement could be detected.

This deal, the biggest in a lifetime of deals, started three months ago, said Mr. Thomson.

"I casually asked Lord Kemsley at lunch if there was a chance of my taking over the group," he said.

Lord Kemsley said there "wasn't a chance."

But on that hot, muggy Thursday, just over a week ago, Lord Kemsley indicated to Mr. Thomson that he had changed his mind. From that moment the biggest newspaper deal in British history was on.

■ "I am very pleased he should have selected me," said Mr. Thomson, "for it was like a man parting with his wife and family to part with the *Sunday Times*."

Rumor had had it that Lord Kemsley wouldn't part with the *Sunday Times*, his pet and prosperous paper. But rumor had it wrong again.

Roy Thomson set the note of the new mood in Fleet St. tonight when he was asked if, having bought the Kemsley chain, he planned to buy any more papers.

"Well, not right now," he said. Then his eyes twinkled behind the spectacles. "But if you hear of one for sale, you might tell me first."

HOO
RAY
UN
FORMULA
Smith

Hooray For Un-Formula!

A "formula" radio station is definitely what WBT ain't.

WBT's programming is varied—creative—responsible.

Popular, too. Pulse surveyed the 25 county Charlotte area (just a portion of WBT's Basic Service Area) and found a 92% WBT lead mornings, 69% afternoons and 123% at night.*

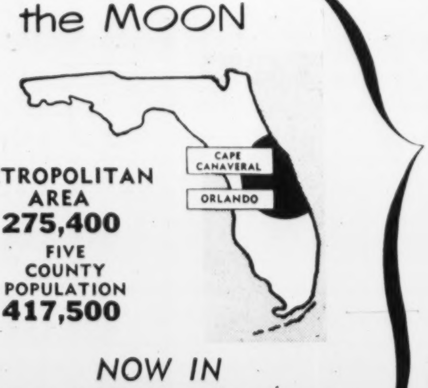
Grab some WBT availabilities so you'll have something to cheer about in the nation's 24th largest radio market.** Call CBS Radio Spot Sales for details.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

Gateway to the MOON



METROPOLITAN AREA
275,400
FIVE COUNTY POPULATION
417,500

NOW IN
TOP 100 MARKETS
New Census Bureau Rating Places Orlando Metropolitan area 88th in U.S.A.

AMERICA'S TOP 8
Newspaper Letterpress **SUPPLEMENTS IN 1958**

(Paper)	(Linage)
Nashville Tennessean	942,271
ORLANDO SENTINEL	**876,000**
Miami Herald	625,000
Oklahoma City Oklahoman	466,986
St. Petersburg Times	414,743
Tulsa World	402,603
New York Journal American	363,273
Washington Post & Times Herald	323,062

March, 1958, SRDS & MEDIA RECORDS

THE FLORIDA MAGAZINE
Orlando Sentinel's letterpress supplement—now among the best. Awarded first place for ROP color at Florida FNAE convention, May, 1959.

ORLANDO SENTINEL-STAR
Largest Circulation in Central Florida

ORLANDO, FLORIDA
ASK BRANHAM

House Beautiful

1ST IN ADVERTISING

Where else but in *House Beautiful* do sales results for America's leading advertisers make it first choice among home magazines? For the full year, 1958, and *again* for the first 6 months of 1959, *House Beautiful* carried more pages of advertising than any other national home magazine!

PAGES OF ADVERTISING	1958	FIRST 6 MONTHS, 1959
HOUSE BEAUTIFUL	1,230.2	579.3
BETTER HOMES AND GARDENS	1,097.8	563.7
HOUSE AND GARDEN	806.4	396.3
LIVING FOR YOUNG HOMEMAKERS	708.7	398.6
AMERICAN HOME	574.7	293.5

House Beautiful's advertising leadership is a continuing, effective measure of advertiser confidence. For example, dominance in the home field is shown by these 1958 facts:

First in Home Furnishings Advertising—for 15 consecutive years!
First in Furniture Advertising—for 13 consecutive years!
First in Carpet, Pad, Underlay Advertising—for 15 consecutive years!
First in China, Glass, Pottery Advertising—for 13 consecutive years!
First in Musical Instrument Advertising—for 4 consecutive years!

And in 1958, *House Beautiful* led all national home magazines in advertising for:
Radio, Television, Phonograph, Recorder Supplies • Silverware and Metalware • Miscellaneous Building Materials • Heating and Air Conditioning • Chemicals and Plastics • Passenger Travel • Beer, Wine, Liquor

And for mail-order advertisers whose immediate sales results tell them which magazine sells the most . . . House Beautiful has carried more linage than any other magazine in America . . . for 16 years in a row!

House Beautiful gets more advertising because it has more to offer. More circulation . . . than any other magazine in the quality home field. More high-income families—730,000—than any other magazine in the quality home field—Average Income: $15,715. More paid trade subscribers—60,000—by documentation, than any other consumer magazine in America.

Only House Beautiful Delivers Leadership Where it Counts... in Actual Sales!

Because it's . . . 1st in Advertising 1st in High-Income Readers 1st in Buying Power 1st in Trade Circulation 1st in Consumer Buying Influence

Sells Both Sides of the Counter *House Beautiful*

A HEARST KEY MAGAZINE 572 MADISON AVENUE NEW YORK 22, N.Y.

SOURCE: P.I.B.

Prune Board Boosts Promotion Budget to $591,135

San Francisco, July 21—The California Prune Advisory Board will spend $317,000 in domestic advertising, another $71,000 in merchandising and promotion and $90,000 in export advertising in the year beginning Aug. 1.

The board's new budget—$591,135 compared with $572,760 for the previous year—also includes $50,000 for pr and education and $17,950 for research, for both product and marketing improvement.

Following last year's media pattern, the board's domestic ad budget will go 85% to the combination of *Good Housekeeping, Ladies' Home Journal, Today's Health,* Dave Garroway's "Today" show (NBC-TV) and participations in the National Livestock & Meat Board's cooking schools. Trade publications and point of purchase materials will share the remaining 15%.

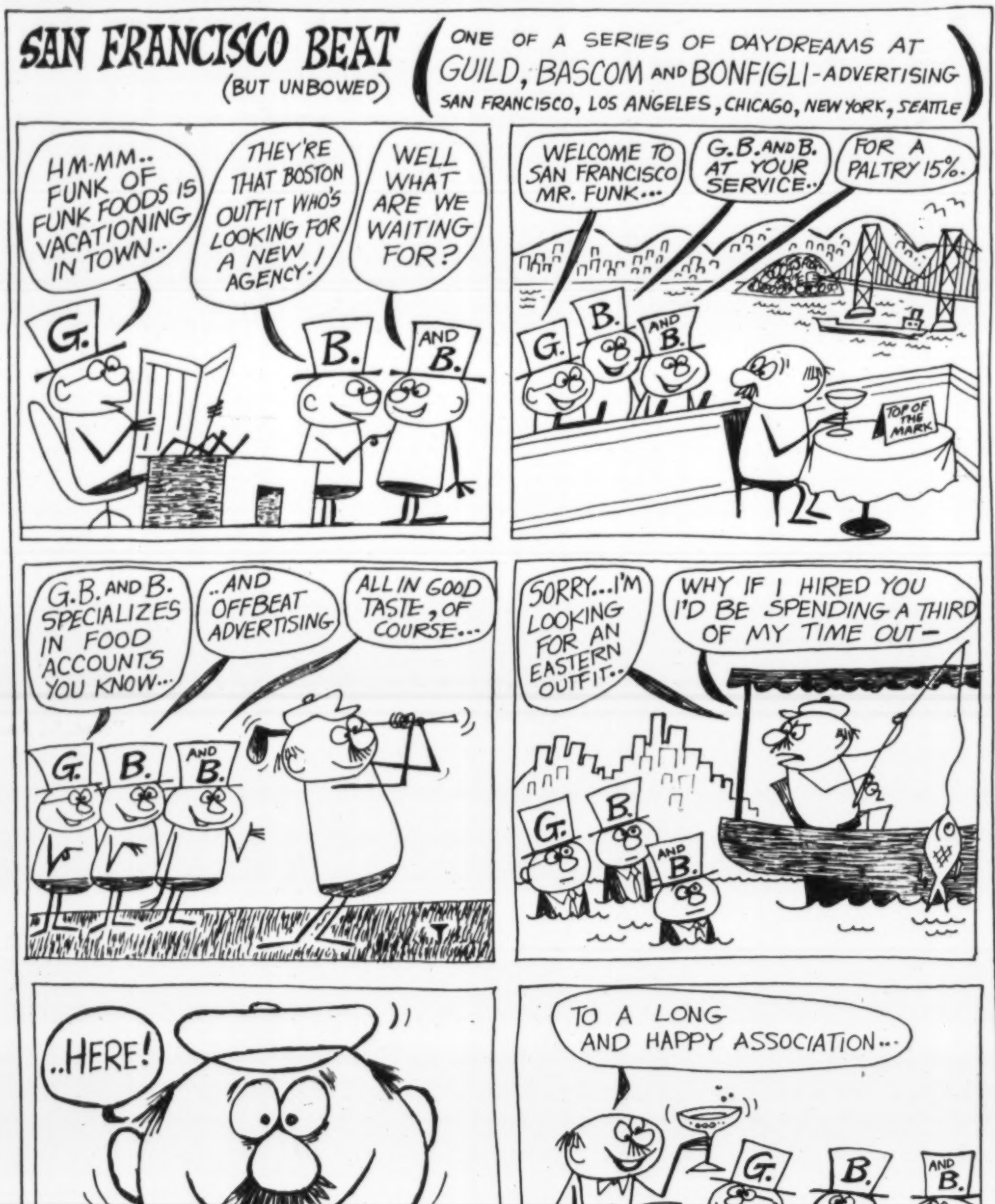
The export ad program has not yet been formulated. Last year the board carried out advertising programs in Denmark, Sweden and Holland.

Botsford, Constantine & Gardner, San Francisco, handles the board's advertising. #

Swiss Tourism Office Names Sudler & Hennessey

The Swiss National Tourist Office, New York, has appointed Sudler & Hennessey to handle its advertising, effective Sept. 1. The present agency is Adams & Keyes. The move was announced in Zurich by Siegfried Bittel, general manager of the Swiss tourist organization. Mr. Bittel's son, Rene, is an art director at Sudler & Hennessey.

The account has been billing about $50,000.


SAN FRANCISCO BEAT
(BUT UNBOWED)
ONE OF A SERIES OF DAYDREAMS AT GUILD, BASCOM AND BONFIGLI-ADVERTISING
SAN FRANCISCO, LOS ANGELES, CHICAGO, NEW YORK, SEATTLE
HM-MM.. FUNK OF FUNK FOODS IS VACATIONING IN TOWN..
THEY'RE THAT BOSTON OUTFIT WHO'S LOOKING FOR A NEW AGENCY.!
WELL WHAT ARE WE WAITING FOR?
G.
B.
AND B.
WELCOME TO SAN FRANCISCO MR. FUNK...
G.B. AND B. AT YOUR SERVICE..
FOR A PALTRY 15%.
TOP OF THE MARK
G.B. AND B. SPECIALIZES IN FOOD ACCOUNTS YOU KNOW...
..AND OFFBEAT ADVERTISING
ALL IN GOOD TASTE, OF COURSE...
SORRY...I'M LOOKING FOR AN EASTERN OUTFIT..
WHY IF I HIRED YOU I'D BE SPENDING A THIRD OF MY TIME OUT—
..HERE!
TO A LONG AND HAPPY ASSOCIATION...

WE HATE TO THROW COLD WATER ON MR. FUNK'S PLANS. HOWEVER, IN ALL HONESTY WE MUST ADMIT G. B. AND B.'s EASTERN ACCOUNTS HAVE A HARD TIME FINDING LEGITIMATE EXCUSES FOR JUNKETS WEST. PROBABLY OUR CORPS OF AIRBORNE EXECUTIVES PLUS OUR BRANCH OFFICES ARE TO BLAME. AT ANY RATE, NEAR OR FAR OUR SERVICE IS EQUALLY FINE. JUST ASK PEOPLE LIKE:

- SKIPPY PEANUT BUTTER IN NEW YORK
- RALSTON CEREALS IN ST. LOUIS
- RIVAL DOG FOOD IN CHICAGO
- TIDY HOUSE PRODUCTS IN SHENANDOAH, IOWA
- HARRY AND DAVID IN MEDFORD, OREGON
- FARMER JOHN BACON IN LOS ANGELES
- HEIDELBERG AND CARLING BEER IN SEATTLE AND CLEVELAND

Guild
Bascom and Bonfigli
advertising

Nielsen Network TV

Two Weeks Ending June 21, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,531
2	Wagon Train (Ford, National Biscuit Co., NBC)	14,151
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,950
4	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	12,149
5	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	11,837
6	Ford Show (Ford, NBC)	11,748
7	77 Sunset Strip (Several sponsors, ABC)	11,704
8	Playhouse 90 (Several sponsors, CBS)	11,437
9	The Real McCoys (Sylvania, Procter & Gamble, ABC)	11,348
10	I've Got A Secret (R. J. Reynolds, CBS)	11,259

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.5
2	Wagon Train (Ford, National Biscuit Co., NBC)	32.4
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.7
4	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	28.9
5	77 Sunset Strip (Several sponsors, ABC)	28.0
6	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	27.1
7	The Real McCoys (Sylvania, Procter & Gamble, ABC)	26.5
8	Ford Show (Ford, NBC)	26.4
9	Playhouse 90 (Several sponsors, CBS)	26.4
10	Perry Mason (Several sponsors, CBS)	26.0

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,596
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,149
3	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	10,591
4	Wagon Train (Ford, National Biscuit Co., NBC)	10,502
5	I've Got A Secret (R. J. Reynolds, CBS)	10,235
6	Ford Show (Ford, NBC)	10,191
7	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,146
8	You Bet Your Life (Toni, Lever, NBC)	10,146
9	Peter Gunn (Bristol-Myers, NBC)	10,057
10	The Real McCoys (Sylvania, Procter & Gamble, ABC)	9,879

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	33.4
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	27.9
3	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	25.2
4	Wagon Train (Ford, National Biscuit Co., NBC)	24.0
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	23.7
6	I've Got A Secret (R. J. Reynolds, CBS)	23.4
7	Ford Show (Ford, NBC)	23.2
8	You Bet Your Life (Toni, Lever, NBC)	23.1
9	The Real McCoys (Sylvania, Procter & Gamble, ABC)	23.0
10	Peter Gunn (Bristol-Myers, NBC)	22.9

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

Knox Reeves Names Wachter to Head New Chicago Office

Fred Wachter, vp of Knox Reeves Advertising, Minneapolis, will open a new Knox Reeves Chicago office at 333 N. Michigan Ave., effective Aug. 1. Mr. Wachter resigned as exec vp and general manager of Erwin Wasey, Ruthrauff & Ryan's eastern division, New York, to join Knox Reeves March 1 (AA, Feb. 23). He previously had been manager of the Chicago office.

Knox Reeves also has named James G. Wynn an account executive on the Minneapolis Brewing Co. account. Mr. Wynn has been with McCann-Erickson, Chicago, as regional coordinator and account executive on the Coca-Cola Co. account.

Enloe Adds Schering Product

Schering Corp., Bloomfield, N.J., has appointed Cortez F. Enloe Inc., New York, to handle advertising for its new anti-allergy product, Polanil. Enloe also handle Schering's Polarmine antihistamine line. L. W. Frohlich & Co., New York, continues to handle the bulk of Schering's advertising.

Coverage, Impact, Results!

You get them *all* in The Star, first choice paper in Montreal's English market.

Market data on request.

The Montreal Star

Represented nationally by
O Mara and Ormsbee Inc

The Montreal Star
Six Vessels In First Three Hours
Seaway Open To Commerce

Newsweek has a higher concentration of management officials than any other newsweekly.* Ask your agency.

*Source: 1959 Starch Consumer Magazine Report

Newsweek

The *different* *newsweekly*
for communicative people

Along the Media Path

Some 294 department and specialty stores will participate in **Seventeen's** August "Look of Knowledge" fashion promotion. Focus of the annual promotion is the 324-page August issue of *Seventeen*, which carries a 42-page fashion portfolio of ready-to-wear and accessories items. The stores will promote the issue with fashion shows, window and departmental displays, special mailings to teen customers, radio, tv and newspaper coverage and special events.

Effective July 15, 1959

THE FIRM NAME OF

WHERRY, BAKER & TILDEN, INC.

WILL BE CHANGED TO

BAKER, TILDEN, BOLGARD & BARGER, INC.

Advertising

919 NORTH MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

DELAWARE 7-8000

• Beginning with its November, 1959, issue, a split-run advertising plan will be offered to advertisers in **The Refrigeration & Air Conditioning Business Magazine.** Under the new plan, advertisers may beam different advertising messages to two geographical markets. The first covers some 14,000 readers in 27 states in the South and West, plus the District of Columbia; the second group covers 16,000 readers in 21 states in the northeastern and north central areas of the U. S. and Canada.

• A 388-page volume, printed in full color rotogravure and bound in a four-color, semi-rigid cover, accompanied the June 21 Sunday **Denver Post.** Entitled "This is Colorado," the book commemorates the 100th anniversary of the discovery of gold in the Pike's Peak region and was published as part of Colorado's year-long Rush to the Rockies centennial observance.

• **Home Appliance Builder,** with its September issue, will switch from a pocket size to a standard full size which will take 7x10" ad plates.

• On June 29, **Women's Wear Daily** began publishing a daily column covering television as a fashion and advertising medium for all industries served by the paper.

• The **Chicago American** will make full r.o.p. color available to advertisers beginning Sept. 23.

• Los Angeles fm stations **KDUO** and **KNOB,** which have no affiliation, are now cross plugging each other on the air. KDUO, which features light classical music, advises its listeners to tune KNOB when they want modern jazz. KNOB reciprocates by recommending KDUO for light classical music.

• More than $60,000 in merchandise prizes, including cars, swimming pools, overseas trips, electric ranges and washer-dryer combinations, will be offered by **Family Weekly** to its readers in a series of six contests starting July 26. Entrants will be required to dream up stage names for screen newcomers whose pictures are published in *Family Weekly*.

• **Electronics World** marks its 40th anniversary with the July issue.

• **True's** October "weekend outing" issue will receive support from about 1,500 sporting goods dealers and marinas. They will receive a merchandising display kit which will include banners, streamers, hang tags and a quantity of 16-page booklets entitled "*True's* Weekend Outing Guide."

• The **Daily News,** Bangor, Me., marked its 125th anniversary July 1 by publication of a three-color 64-page tabloid supplement.

• **KPTV,** Portland, Ore., has just completed an all-media advertising campaign to announce its "big switch" to ABC-TV network affiliation. In the campaign, the station used 200 tv spots, 850 radio spots, a 120 showing in outdoor, cards on 50 buses, space in 20 newspapers and full-page ads in advertising trade publications.

• **Look** will launch its annual "Look and Listen" home entertainment promotion to break in retail stores in mid-October and run until Christmas. Kits will be distributed by *Look* advertisers to dealers. The kits will include a coupon given to a customer asking for a demonstration. The coupon, with $2, will be redeemable for a choice of imported silver-plated table accessories.

• **WREX-TV,** Rockford, Ill., sent a souvenir presentation book of the graduation of the East and West high schools telecast by the station to each of the 12 sponsors of the special program.

• From July 27 through Aug. 15, **KWK,** St. Louis radio station, will feature a "Salute to the Movies" theme on its programming. Movie trailers in 100 St. Louis area movie houses will help promote the special salute on the station.

• The **Honolulu Advertiser** marked the coming of statehood to the islands with a special edition made up of 12 sections and five subsections covering the Hawaii story in its June 23 issue.

• **Department of New Laurels:**

The Pacific Logger's advertising in the first half of 1959 was up 64% over the same period of 1958.

The Commonweal has had a 28.3% increase in advertising pages in its first 26 issues of 1959 over the first half of last year. The magazine is preparing its 35th anniversary issue for publication Oct. 30.

Jobber Product News had a 43% gain in the first six months of 1959 over the first six months of 1958.

The Saturday Evening Post reports an average weekly circulation for the first half of 1959 of more than 6,000,000 copies per issue.

Missile Design & Development, whose 144-page June issue is the largest in its three-year history, is up 136 advertising pages in the first six months of 1959 over the like period of 1958.

The **Chicago Daily News** published its largest edition in its 84-year history on July 1—118 pages. Part of the edition featured a special "Fair Time in Chicago" section, previewing the International Trade Fair opening and the visit of Queen Elizabeth II to the city.

Hablemos had a 23.74% gain in linage for the first nine months of 1959 and a 50.3% gain in linage for the third quarter of 1959 over the same periods of last year.

For the first six months of 1959, **Grit** has a 20.8% gain in advertising income over the same period of 1958.

Book advertising in **The Reporter** increased 80% in the first six months of 1959 over the same period last year.

Ziv-TV's sales and renewals for syndicated shows for the first six months of this year are running 34% higher than for the comparable time period a year ago.

For the first half of 1959, **The Saturday Review** reports net advertising revenue of $780,664.50, an increase of 32% over the $591,412.50 ad revenue in the corresponding period of 1958. Net paid circulation, now more than 200,000, is up 15% in the same period of comparison.

Redbook reports that as of July 16 it has more display advertising business on the book for 1959 than ran in *Redbook* during the full year of 1958. This follows an increase of 11.3% in 1958 compared with 1957. #

Northwestern Sets Seminar for Business Paper Execs

The first annual Seminar for Business Publications Executives, sponsored by the Northwestern University Business Press Institute, will be held on the Evanston, Ill., campus Aug. 2-7. Attendance is based on invitation.

Theme for the seminar is, "Defining the role of administration in the business press industry." Topics to be covered include shaping the character of the corporations, challenges to the free operation of the business press, management problems related to techniques, and the setting of advertising, financial and editorial policies.

• SPRINGFIELD
• DECATUR
• CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 59th *

METROPOLITAN MARKET

NEW GRADE "A"

Only by

SPRINGFIELD WICS DECATUR

CHAMPAIGN WCHU URBANA

NBC Exclusive

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

FIRE
THE
BIG GUN

...ON THE BILLION DOLLAR "KEY TO THE SEA" MARKET!

With the completion of the St. Lawrence Seaway, Toledo is on the threshold of becoming a seaport of international proportions—right now it is the **world's largest coal port!** Already a billion-dollar market with a per household income **national ranking of 14,** Toledo is on the move—up. Your sales can move with it.

Doesn't it make advertising sense to zero in on this growing industrial market, with the radio station that has a larger audience than all other Toledo stations combined?

WSPD Radio says it does — **and can prove it!** Ask your Katz man.

"Famous on the local scene"

WSPD SPeeDY

NBC RADIO in TOLEDO

Storer Radio STORER BROADCASTING COMPANY

WSPD Toledo · WJW Cleveland · WJBK Detroit · WGBS Miami · WWVA Wheeling · WIBG Philadelphia

Detroit's doing great...

HOW ARE YOU DOING IN DETROIT?

Are YOUR product
sales keeping pace with
Detroit's resurging business?

- **Detroit's Department Store sales volume is at an all-time high—18% ahead of a year ago for the first 6 months of 1959 and making even greater gains each week!**

- **Detroit's Department Stores place more advertising in The Detroit News than in both other Detroit newspapers combined!**

Circulation of The Detroit News is highest in its history and the largest of any Michigan newspaper. In the S.M.A., where 98% of Detroit's retail business is done and 3,840,000 Detroiters live, The News outsells the second paper by 125,000 weekdays and 212,000 Sunday!

The Detroit News

475,873 weekdays
596,884 Sunday
ABC 3-31-59

New York Office . . . Suite 1237, 60 E. 42nd St.
Pacific Office . . . . 785 Market St., San Francisco
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower
Miami Beach . . . . The Leonard Co., 311 Lincoln Road

Underspending on Ads Is Wasteful: Mortimer

(*Continued from Page* 1)

so-much for advertising.' Rather, we ask ourselves, as the plan is made for the promotion of an individual product, 'What will it take in advertising and sales-stimulating inducements, first, to maintain the market position of this particular product (if it is already an established product) and, second, to increase the volume of its sales, if we believe that to be possible?'

■ "If it is a relatively new product, such as Tang, for example, we may ask ourselves, 'How fast is it feasible to try to build volume for this new product, and what will such a rate of growth call for now in advertising and other forms of sales stimulation?'

"Usually," Mr. Mortimer said, "these calculations result in an appropriation based on so many cents a case, applied to the early sales of the product, and also to the forecast of case sales we believe it will be possible to add.

"With some products, such as Maxwell House coffees and Jell-O, for example, the appropriation must be very sizable. This is due partly to the fact that present sales volume is large and the potentials for increased sales are favorable, in the light of the country's steadily increasing population and America's constantly rising standards of living.

■ "But it is also necessary," Mr. Mortimer said, "because in today's brutally competitive battle for sales, even such popular products as Maxwell House coffees and Jell-O have to be advertised continuously and aggressively to maintain volume and leadership.

"Of course," he added, "some of our products, even though leaders in their field, call for only a relatively modest appropriation for sales promotion, because both their present and potential volume is limited. But whatever the appropriation, it is part of the total we spend.

"A point I want to register," Mr. Mortimer said, "is that the over-all figure of $96,000,000 for fiscal 1959 was arrived at, not by pulling a total figure out of a hat, but by adding up the carefully-worked-out appropriations for each of the 81 brand names displayed in our exhibit here, and their large number of product varieties.

■ "One thing our long experience has taught us is that the surest way to overspend on advertising is not to spend enough to do a job properly. It's like buying a ticket three-quarters of the way to Europe. You have spent some money, but do not arrive.

"Does advertising pay?" Mr. Mortimer asked. "It has to," he said, "or we could not continue to pay dividends to stockholders, nor increase the volume of present products and introduce new products to provide better profits and dividends in future years. Yes, I believe we do get our advertising expenditures back—and with a profit.

"A sharp focus on this point," he said, "can be obtained by setting down side by side the rise in advertising costs and the rise in earnings in fiscal 1959 over the figures of the preceding year. In fiscal 1959, we spent about $9,000,000 more in advertising than the year before—an increase of 10%. But our net earnings rose by 11.9%.

"Just how does advertising pay? It pays," Mr. Mortimer said, "by developing such a large and dependable volume of sales that we can keep our plants running at high efficiency in terms of processes and machine operations. And I hardly need remind you of the importance of this, steadily increasing costs being what they are.

- "We can utilize the special skills and the time and energy of our people to full advantage.
- "We can turn our inventories and raw materials rapidly, and hence keep our working capital turning swiftly and profitably.
- "We can protect the future value of our stock by maintaining a sound rate of company growth.

■ "But—and this is an extremely important point—" Mr. Mortimer continued, "we cannot earn these benefits for ourselves without first benefiting the consumer. This we do by holding down, insofar as possible, the price of General Foods products, often while improving their quality, convenience, and utility. And this we must continue to do if we are to hold our own in today's intensely competitive battle for a profitable share of the market.

"In the competition for share of market," Mr. Mortimer said, "advertising gets us the 'share of consumer mind' which must precede getting a better share of market. And, I might add, these facts of life apply not only to General Foods, and to the entire grocery industry, but to every soundly managed company producing consumer goods of any kind.

■ "I have treated this subject at some length," Mr. Mortimer explained, "because there is much loose thinking and not a little misunderstanding of the importance of advertising in today's economy of consumption.

"Advertising helps make possible lower unit costs through high volume created by increased demand for products. So, in addition to its well-known function of making people *want*, advertising also helps them *get*."

Reviewing the highlights of the past fiscal year, during which GF had net sales of $1,053,000,000, an increase of 4.4% over the $1,009,000,000 of the year before, accompanied by a 4% rise in physical volume of products sold and an 11.9% increase in net earnings, from $48,400,000 to $54,100,000, Mr. Mortimer said:

"We have reason to continue optimistic. As we plan ahead, increasing population and better living standards, which rise with income, dictate that we place greater-than-ever emphasis on what has always been a primary General Foods concern—providing, and even anticipating what tomorrow's consumers will want. Our aim is to focus today's planning sharply so as to produce both immediate and future profits, and progress at least as satisfying as the banner years which the planning of the past now enables us to enjoy."

■ During the question-and-answer period following his talk, Mr. Mortimer, commenting on the sale by General Foods of its Bireley's division, Hollywood, Cal., to Krim-Ko Corp., Chicago, said the franchise soft drink division was sold largely because "it was a business in which we had not done too well." He declined to say how much the division was sold for.

On the question of private brands, Mr. Mortimer said that, competitively, private brands are an important and disturbing factor to General Foods, and that they are likely to continue to be a troublesome factor.

■ Lewis D. Gilbert, a stockholder and well-known critic of corporate managements, asked Mr. Mortimer to comment on an article that appeared recently in ADVERTISING AGE which quoted Helen Worth, a food authority, as saying that most food advertisements are dull and unimaginative (AA, June 29). Mr. Mortimer said he agreed with Mrs. Worth's criticism for the most part and said that steps have been taken to improve the quality of GF advertising, especially the GF kitchen foods ads now being used.

Asked how much GF plans to spend for capital expansion in fiscal 1960, Mr. Mortimer said it would be between $30,000,000 and $35,000,000.

Mr. Mortimer also said that GF is experimenting with baby foods, and that it is studying the market possibilities in that area of the food business, but he added that he was not prepared at this time to release any details.

■ John A. Sargent, vp-finance, was elected a new director of the company, and 13 incumbent directors were re-elected. Ray M. Schmitz, a vp and director of the corporation, did not stand for reelection because of contemplated retirement in early 1960. #

it's 3 to 1...
these newspapers
were printed on GOSS presses!
THE GOSS COMPANY

LEADER—*This spread, stressing Goss Co.'s leadership by three to one in the manufacture of newspaper presses, leads off a new series created by Buchen Co. The ads will appear in publications going to printers, pressmen and publishers.*

VP

* visual power

give your ads a top VP* rating

Ads and printed pieces appeal almost exclusively to the eyes and what better way to assure that appeal than a setting by SERVICE Typographers. Care and craftsmanship go into every assignment. Type buyers will see the difference . . . customers and prospects will act on it.

Call SERVICE today and put some VP* into your ads and literature.

SERVICE typographers, inc.
723 S. WELLS ST. CHICAGO 7, ILLINOIS HArrison 7-8560

Do you know these twins...
Together

Linda and Judith Qualls, attractive Athens, Tennessee twins, are among the outstanding teenagers of the nation. Now in college, both hold class offices and scholarships, they are currently serving as Co-National Chairman of the 1959 March of Dimes for Teenagers. Linda is a past president of Tennessee's Future Homemakers of America. Judith is a former president of Girls Nation. Both are champion tennis players and swimmers. Both are active in church and community work. Like so many of TOGETHER's teenage readers, Linda and Judith Qualls have the natural bent for leadership found among the 900,000 families in TOGETHER's selected audience . . . prime prospects for what you sell.

Together
Published by The Methodist Publishing House
740 RUSH STREET • CHICAGO 11

The Chemical Engineer snaps 5,000,000 pictures every day

Photographic film, development fluids, light fast dyes, high-purity chemicals, printing paper . . . a few more contributions to enjoyable living by the Chemical Engineer and his technology.

Wherever you find chemical processes in use in industry—and the range is immense, from photographic film to rocket fuels—the chemical engineer is always the common buying-specifying focus. He is responsible for profitable application of the technology that ties this industrial complex into one huge marketplace for equipment, raw materials and services. Sell him first, and you've sold the CPI. And-make sure you keep him sold.

The one sure way of getting your message to this man is through CHEMICAL ENGINEERING—preferred by a 3 to 1 margin among chemical engineers in all functions, in all industries. They get it every other Monday, read from cover to cover. 1958 Starch "Noted" scores were up 11.3%, "Read Most" score jumped 28.7%, inquiries were 15.5% above 1957's monthly issues. CHEMICAL ENGINEERING, McGraw-Hill Building, New York 36, N. Y.

Chemical Engineering

Published every other monday for Chemical Engineers in all functions

Largest Circulation Newspaper in the Northwest

watch

THE WOMEN GO BUY . . .

WATCH

the women go BUY

When you're right with the retailer, you're *right!* And Portland retailers, who watch the women go buy day after day, place the bulk of their advertising in The Oregonian. They know The Oregonian is the active newspaper with the reactive audience, the only advertising medium that's big as all Oregon.

☆ How big is the Oregon retail market? Almost $2½ billion annually. That's bigger than Milwaukee and Dallas combined!

The
Oregonian
PORTLAND, OREGON

242,035 Daily • 306,014 Sunday
Leads in Retail Advertising
—By Far!

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

Represented Nationally by
Moloney, Regan & Schmitt, Inc.

Babbitt OBA Plan Finds Defender in Halls of Congress

WASHINGTON, July 21—B. T. Babbitt Co. evened the score in Congress last week by finding a congressman willing to stand up and praise the company's forthcoming Own a Bit of America promotion, featuring coupons which are exchangeable for U.S. savings stamps.

When Babbitt originally unveiled the plan here (AA, June 15), its potential benefit for the Treasury and the saving public was loudly praised by an array of government officials. But Babbitt apparently was shocked last week when Rep. Abraham Multer (D., N. Y.) got his name in the papers by denouncing the OBA plan as a "racket" which ought to be outlawed.

Now Rep. Carroll D. Kearns (R., Pa.) has struck back with a statement that OBA "is entirely consistent with the highest standards of business-government cooperation."

The Kearns statement was circulated here by OBA Corp. together with words of appreciation from Ralph Robertson, president of OBA.

"We are deeply grateful for the support and endorsement of Mr. Kearns and other members of Congress," Mr. Robertson declared. "It is to be regretted that any congressman is opposed to such a praiseworthy program. However, we are committed to the government and the consumers to proceed, and we are going ahead with the 'Own a Bit of America' program."

■ Under the OBA plan, developed by Babbitt and Reuben H. Donnelley Corp., purchasers will find coupons on Babbitt products—and perhaps others—beginning in September. The coupons, in 25¢ quantities, will be exchangeable for savings stamps when mailed to Box 1776, Mount Vernon, N. Y.

Rep. Multer kicked off the fuss last week by introducing a bill making it illegal for anyone to offer U. S. savings bonds or stamps as merchandise premiums. Among other things, he said it would be unfortunate if people bought products in order to get savings stamps and then found that the products were unsatisfactory.

In a later reply, Rep. Kearns complimented the OBA promoters as "public spirited business men." He said they wish to sell their products, but at the same time they also wish to interest millions of American housewives and their families in purchasing savings stamps. "Should this be a crime?" he demanded.

"The government should be very grateful that there are some leaders in American business who are concerned enough about the economic future of our country to direct hundreds of thousands of dollars toward a reawakened savings bond program," he commented.

■ Treasury officials have offered no comment, but point out that a policy statement issued in 1956 specifies that the Treasury has no objection to the use of savings stamps and bonds as merchandise premiums. ≠

Meldrum & Fewsmith Names Tucker Sales Promotion Head

William M. Tucker has been named manager of the sales promotion department of Meldrum & Fewsmith, Cleveland. Mr. Tucker joined the agency in 1950 and has been a member of the sales promotion department for the past year.

Current Deals and Offers

Juices for babies and pet foods appeared prominently in offers noted by ADVERTISING AGE in a spot check of Thursday, July 9, editions of 11 newspapers from around the country.

The newspapers checked were the *Boston Herald, Charlotte Observer, Columbus Dispatch, Dallas Times Herald, Detroit News, Knoxville News-Sentinel, Miami Herald, Minneapolis Star, Peoria Journal Star, San Diego Tribune* and *South Bend Tribune*.

The 11 were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offer
Boston Herald		
Birds Eye juices	3x100	8¢-off coupon on 12-oz. cans. Also in Columbus and South Bend.
Beech-Nut baby food	4x155	12¢-off coupon on 12 jars.
Hood Shimmy Sherbet	4x35	20¢-off coupon provided on Hood ice cream ½ gal. container.
Charlotte Observer		
None		
Columbus Dispatch		
Roman bleach	4x55	7¢ off on gal., 5¢ on ¾ gal., 4¢ on ½ gal., 2¢ on quart. Also in South Bend.
Tide	2x50	5¢ off on giant size (in general Super Duper store ad).
Friskies meal	5x250	10¢-off coupon on any size (introductory offer).
Beech-Nut juices	4x150	15¢-off coupon on six cans. Also in South Bend.
Pard dog food	2x30	Coupon for 3 free cans from manufacturer for six Pard labels. Also in Knoxville.
Buckeye potato chips	Page	1959 Buick and a week's Florida vacation for two via Delta offered in jingle contest. Also, 10¢-off coupon.
Dallas Times Herald		
Churngold margarine	3x100	5¢ off.
Detroit News		
Swanson tv dinners	6x250	Silver dollar for labels of three different Swanson tv dinners.
Knoxville News-Sentinel		
Jif peanut spread	4x40	10¢ off (in Cas Walker general ad).
Maxwell House instant coffee	2x60	15¢ off on 10 oz. size (in Cas Walker general ad).
Miami Herald		
Ipana	2x25	31¢ size for 1¢ with purchase of 69¢ size (in Food Fair general ad).
Red Heart cat food	2x150	3¢ off on 15 oz. can, 2¢ off on 8 oz. can (introductory offer).
Minneapolis Star		
None		
Peoria Journal Star		
Ocean Spray cranberry sauce	1x35	Two steak knives for two labels plus $1 (in Town & Country general ad).
Pen-Jel apple pectin	2x55	Silver-plated jelly server for box front and 25¢.
San Diego Tribune		
Pam Dry Fry	4x160	25¢ off coupon (introductory offer).
Kal Kan dog and cat food	2x140	Coupon for free can.
Royal gelatin dessert	4x55	Coupon for free package with purchase of three packages.
South Bend Tribune		
Maxwell House instant coffee	Page	20¢ off on 10 oz. jar (introductory offer).

'Scientific American' Boosts Rates; Adds Office

Scientific American, New York, will increase its circulation guarantee from 200,000 to 250,000, effective with the January issue, and will boost its rate base from $2,400 to $3,000 per b&w page. *Scientific American* also has opened an advertising office at 493 S. Robertson Blvd., Beverly Hills, Cal. William R. Dahlin, manager of western ad sales, is in charge of the new office.

Luckie Adds Ingalls Units

Robert Luckie & Co., Birmingham, has been named agency for Ingalls Shipbuilding Corp., Birmingham, and the Longfellow House, a resort hotel owned by the corporation. Luckie also handles advertising for Ingalls Iron Works Co., Ingalls Steel Construction Co., Birmingham Tank Co. and Ingalls' warehouse sales division.

Nunn Named Account Head

Richard Nunn has been promoted to an account supervisor in the public relations division of Fulton, Morrissey Co., Chicago. Mr. Nunn joined the agency last April.

Monogram Art Adds Affiliate

GO-Monogram, Detroit creative art studio, has been incorporated in Michigan as the midwestern affiliate of Monogram Art Studio, New York.

BAKING CONTEST
1,000

"DUNDER-BIRD"—*Stevens Markets food chain in South Florida is celebrating the opening of a new store with a baking contest. First prize is a vintage auto—"genuine gas-driven vehicle boasting sassy lines, built by smart-aleck blacksmiths"—or $1,000. This page was in the July 9 Miami Herald.*

Gregory & House & Jansen Opens New York Office

Gregory & House & Jansen, Cleveland agency, has opened a New York office at 10 E. 44th St. Raymond E. Nelson, formerly president and general manager of Bremer Broadcasting Co., has joined the agency as vp and general manager of the New York operation.

Barry Loughrane to DDB

Barry Loughrane, formerly an account executive with Rockmore Co., has joined Doyle Dane Bernbach Inc., New York, as an account executive.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

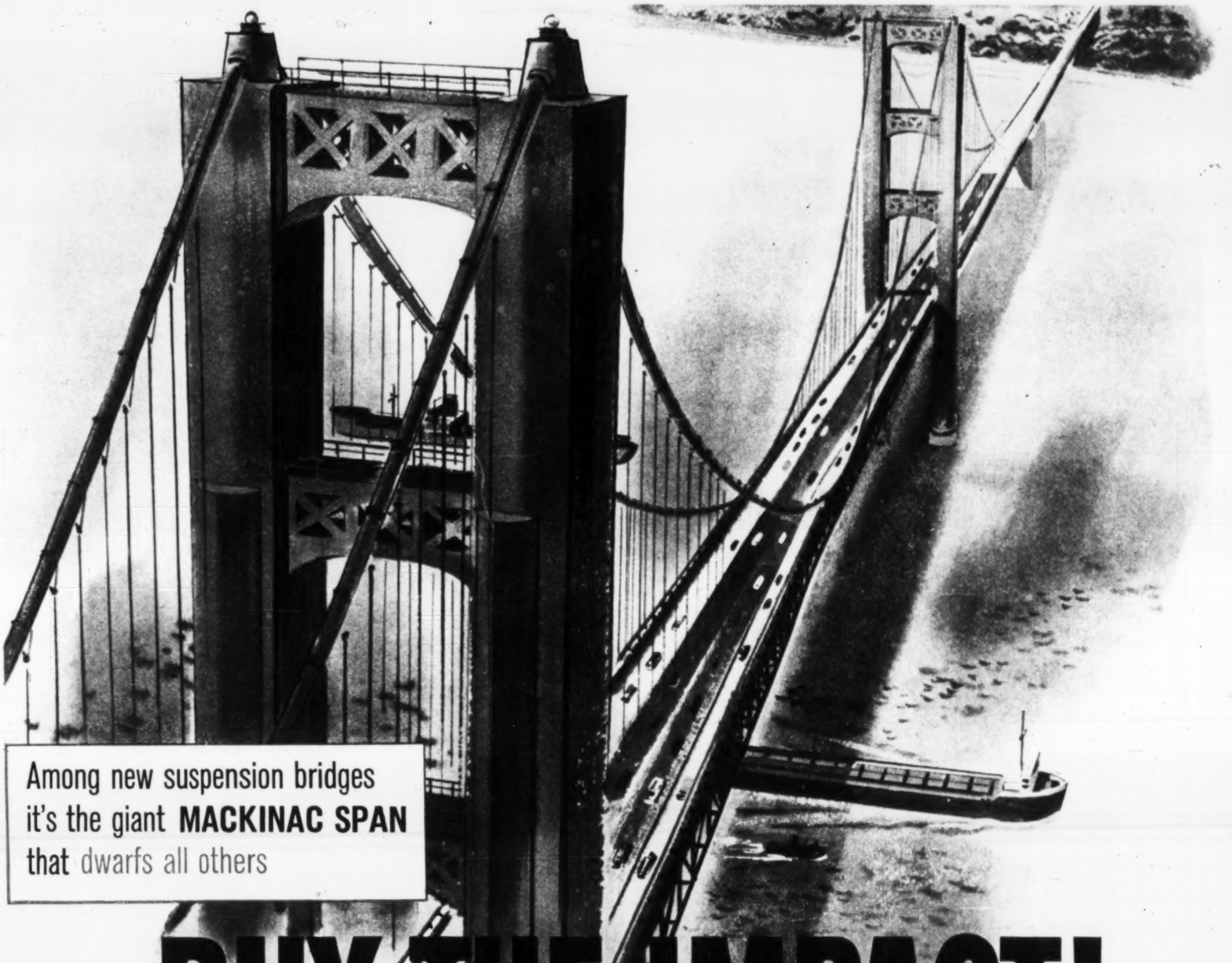
TUCSON

BUSINESS IS GOOD IN TUCSON!

Total Advertising Linage
First six months 1959 ....12,205,928 lines*
Gain over Same
Period 1958 .... 1,419,264 lines
*Weekday Citizen/Sunday Star

The Arizona Daily Star — MORNING & SUNDAY
Tucson Daily Citizen — EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA THE TUCSON STAR & CITIZEN ARE A MUST!



Among new suspension bridges it's the giant **MACKINAC SPAN** that dwarfs all others

BUY THE IMPACT!
BUY PUCK!

Sheer magnitude of dimension hits you with an *impact* that never fails to impress. Take, for example, Michigan's new gigantic suspension bridge towering high above the Straits of Mackinac. Once you see this mammoth engineering feat, you won't soon forget it. In PUCK, you can power your advertisements with this same type of mighty *impact* . . . a bigness that batters through indifference to gain and retain attention. Note: *Would you like your advertisements to appear in the highest reader-traffic pages of Sunday newspapers in 26 rich markets? If so, advertise in PUCK.*

*Ad size of digest type page

*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

*Pages illustrated above are scaled to proportionate size.

"What fools these Mortals be!"

PUCK

The Comic Weekly

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

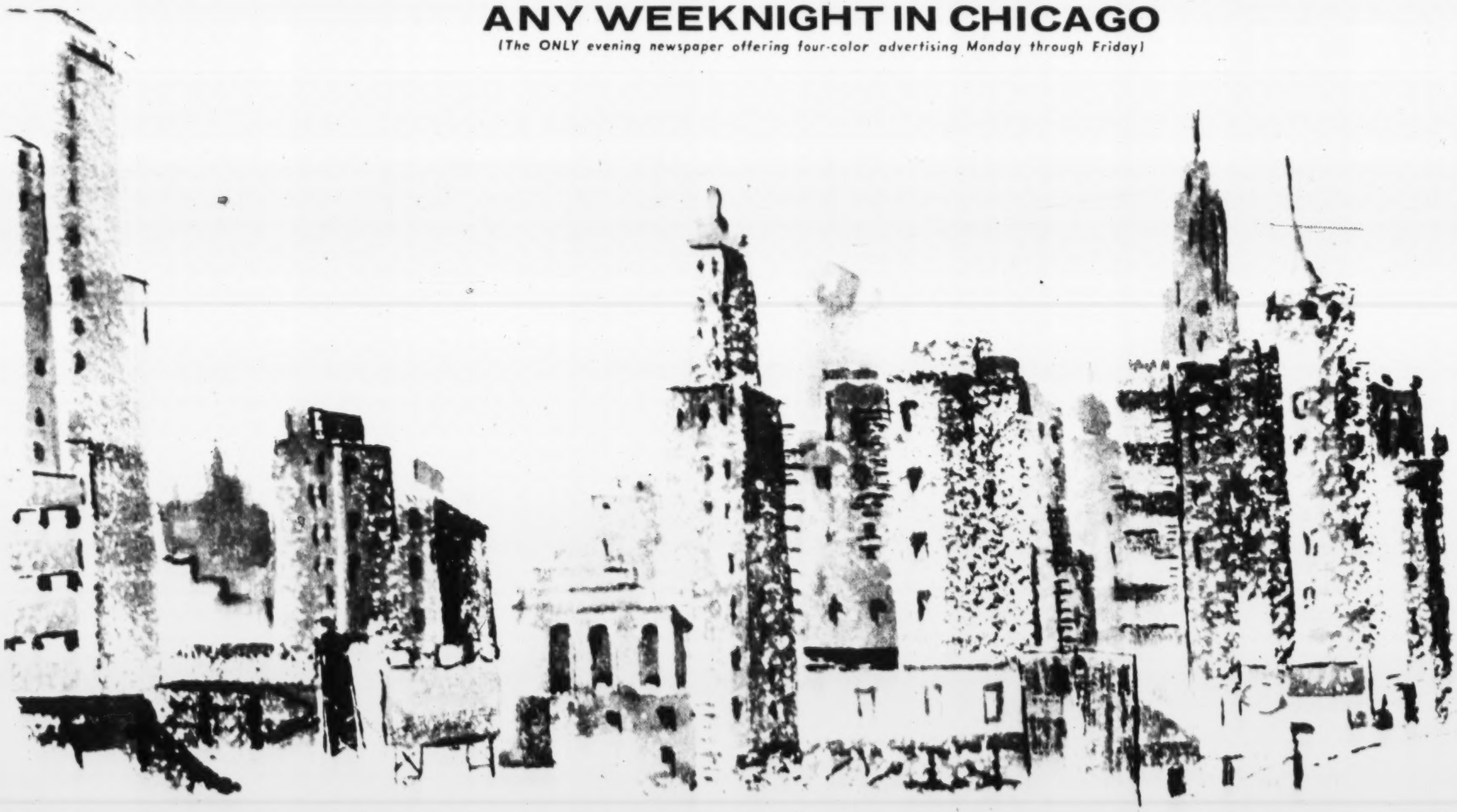
Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

FULL COLOR

TO SEND SALES SOARING

ANY WEEKNIGHT IN CHICAGO

(The ONLY evening newspaper offering four-color advertising Monday through Friday)



Wednesday, September 23, 1959 is Red, Blue, Yellow (and any other color you can think of) Day at The Chicago American. The impact, the provocativeness, the sales stimulation that is dramatic full color is yours for the first time in Chicago's leading evening home-delivered newspaper.

COLOR as you wish to use it . . . registration, reproduction and technical excellence are assured (be it line, spot, Ben Day or full process) on the most modern of press equipment-manned by craftsmen of unequalled skill and experience.

COLOR as you will want to use it . . . for the many, many benefits of color are intensified and magnified with an already responsive audience to whom color will be fresh, new and startlingly different.

COLOR every weekday (Monday thru Friday) you want to use it . . . with realistic, workable deadlines, consistent with professional quality, permitting ample time for planning, preparation and astute placement.

COLOR at sensible rates that keep your budget in mind . . . the lowest color surcharge ($600) of any standard-size Chicago newspaper.

COLOR, COLOR, COLOR sends sales soaring because:*

COLOR BOOSTS READERSHIP

- add color to black and white, increase readership 80%
- add color to black and white, pull 83% more readers into the copy block or "sales story"
- add color to black and white, readership of the opposite sex zooms for ads with men's or women's "appeal"

COLOR DEEPENS RETENTION

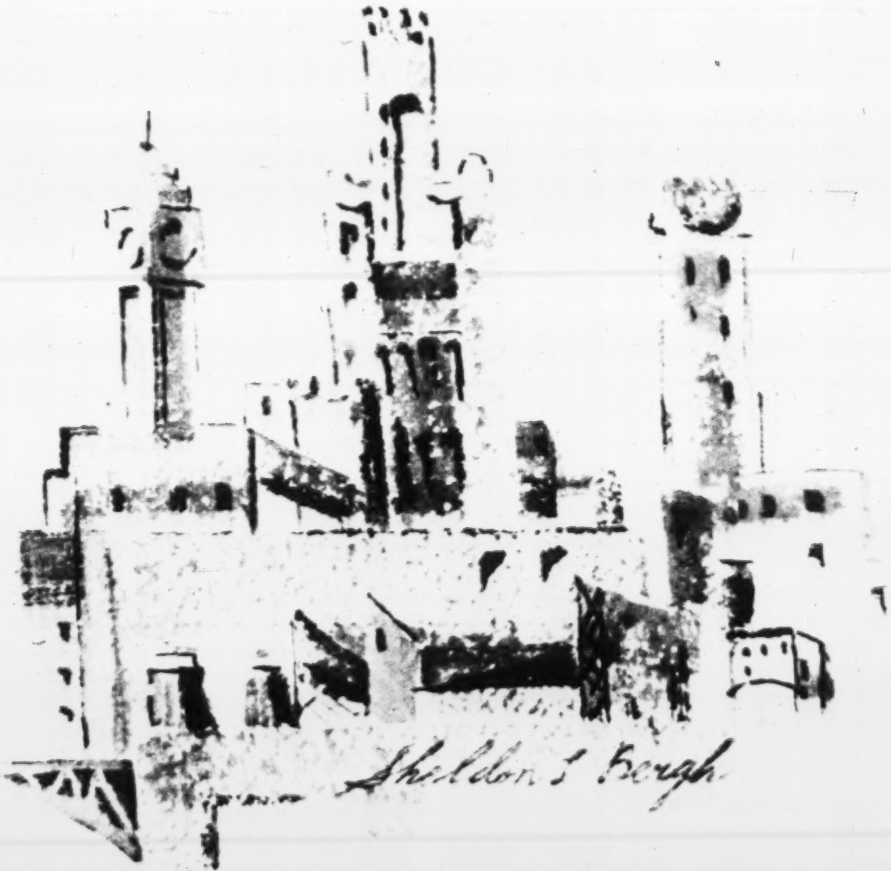
add color to black and white, 94% more people remember reading your ad . . . days later

SELLS, SELLS, SELLS

add color to black and white, 130% more readers purchase the product after reading

add color to black and white, 58% more readers shop at your store after reading

When you consider the many benefits of color . . . extra readership and retention, strengthening store and brand identity, attracting the opposite sex, pull into the copy block, generating sales . . . combined with Chicago's leading evening home-delivered newspaper . . . an above average audience new to the magic of color, already loyal and responsive to The Chicago American, reached through a comparative low investment . . . you will want to be among the first to make your sales soar with a complete schedule of full color advertising in The Chicago American.



THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

*Source: The Houston Chronicle, ROP Color Study - 1958

Co-op Newsletter Sees Weiss Series as Too Dismal

NEW YORK, July 21—E. B. Weiss' series on cooperative advertising was the subject of a series of comments last week from "Cooperative Advertising Newsletter," which felt it "falls little short of a complete condemnation of co-op advertising, typical of some advertising agencies' point of view."

"Cooperative Advertising Newsletter" is published by J. Wendell Sether Associates in cooperation with *American Press Magazine*, and Lester Krugman, who once wrote a series on cooperative advertising for ADVERTISING AGE (May 20, 27 and June 3, '57), is a consultant.

■ The newsletter asserts that Mr. Weiss' reappraisal is hardly news, because cooperative advertising is constantly being reappraised. It then argues with Mr. Weiss' views on 13 points, summarized below:

"**1.** While Mr. Weiss states reappraisal by large retailers is significant because as much as 80% of cooperative advertising is credited to a small group of giant retailers, reappraisal ought to have nothing to do with a limited group." Further, it challenges the 80% figure, asserting: "This may be true in one or two industries, but no surveys have been developed which would serve to substantiate Mr. Weiss' contention."

2. Mr. Weiss' evidence of drift away from co-op is based on the food field, but "co-op advertising has been more rampant in the appliance field than in the food industry" and while "a few food manufacturers have curtailed or eliminated their co-op programs, we maintain that this is offset each year by the continuing number of manufacturers who engage in co-op advertising for the first time."

3. Mr. Weiss says some large retailers use cooperative advertising in ads almost devoid of selling—"We find this completely ridiculous. It just doesn't make good sense for a retailer to run ads which are devoid of selling."

[*Ed. Note*: Just such an ad, for Sipes Food Markets, Tulsa, was the subject of considerable controversy in AA's pages last year. It began: "Mrs. Homemaker . . . we didn't write this ad for you . . . we're just trying to collect our co-op money." The ad then included 56 of the familiar 1", one-column trademark ads.]

4. The newsletter challenges Mr. Weiss' statement that in almost every major product category there is one major manufacturer who doesn't offer co-op, arguing that it isn't true of the appliance, tire and electronics industries. (The newsletter says the recent Sylvania decision adds up to 100% co-op.)

5. The newsletter says that while the Weiss point is that several manufacturers have dropped co-op plans, he fails to cite the increased plans of others. When Kimberly-Clark dropped its plan, Scott Paper increased allowances. It cites *Supermarket News'* report that the number of manufacturers offering co-op had actually increased, and notes no Weiss mention of the new plans of California Packing, Green Giant, Libby, McNeill & Libby, etc.

6. It notes that while the articles mention the abandonment of co-op by Detroit's auto makers, no link with dropping auto sales was made, no mention is made of the heavy use of co-op by foreign car distributors, or the fact that two Detroit companies have edged back into co-op.

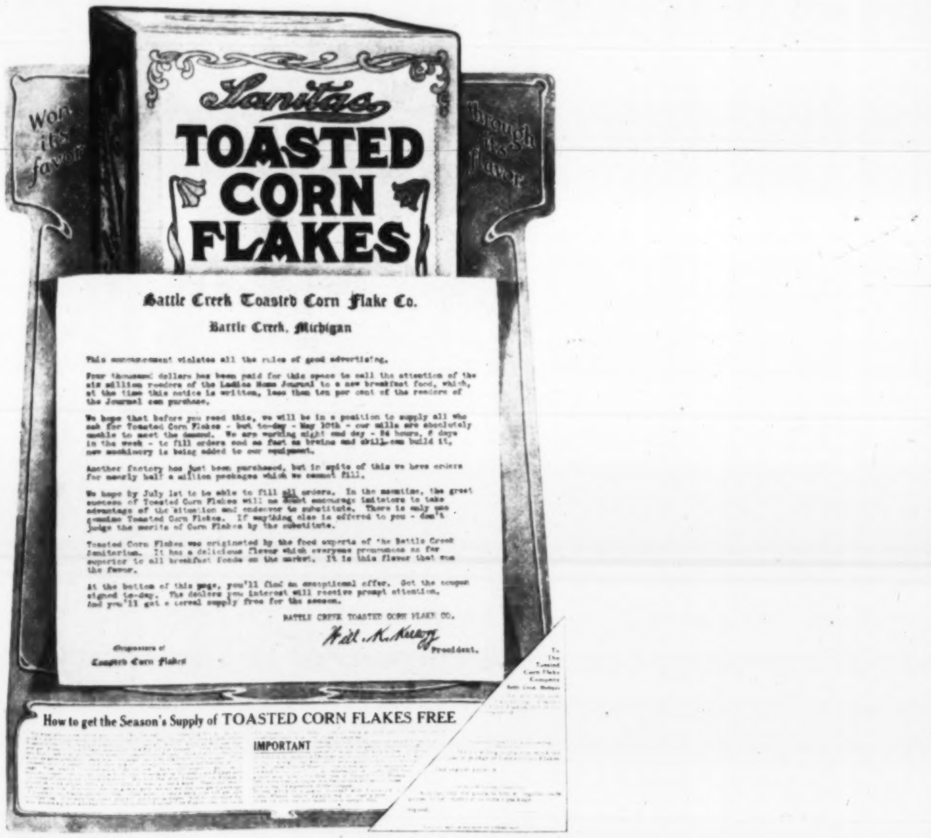
7. It challenges the Weiss statement that "Never before has the co-op dollar bought so little in linage or time and so little in brand-building, sales-creating advertising as it buys right now," saying, "We would be very much interested to see how he can substantiate it."

Other points may be made more briefly. The newsletter challenges (8) that the bulk of the advertising winding up with giant retailers is bad, (9) that any evidence exists for the assertion that 30% of the 2 billion cooperative advertising dollars winds up unspent, (10) that local newspaper linage bought with a giant retailer has a total cost higher than national, (11) that the advertising is of low caliber, (12) that the series is contradictory in commenting that the Assn. of National Advertisers members have felt that substantial portions of their co-op budgets are unspent and hence should not continue in this form, and later saying that when the manufacturer can avoid cooperating with the retailer, he is delighted, (13) a misrepresentation of Food Fair's position—while Food Fair does indeed pay for its Food Fair Film Festival, it used co-op funds to test the show and to build its audience, and now takes co-op advertising allowances for other parts of its program. #

Freedman Opens Own Agency

Joel Stuart Freedman Advertising, a new agency, has been opened in Cincinnati with offices in Vernon Manor, Suite B. Mr. Freedman had been an account executive at WLW-TV, Cincinnati, for the past five years.

See the resemblance between these


Sanitas
TOASTED CORN FLAKES
How to get the Season's Supply of TOASTED CORN FLAKES FREE
IMPORTANT

Battle Creek Toasted Corn Flake Co.
Battle Creek, Michigan

This announcement violates all the rules of good advertising.

Four thousand dollars has been paid for this space to call the attention of the six million readers of the Ladies Home Journal to a new breakfast food, which, at the time this notice is written, less than ten per cent of the readers of the Journal can purchase.

We hope that before you read this, we will be in a position to supply all who ask for Toasted Corn Flakes - but to-day - May 10th - our mills are absolutely unable to meet the demand. We are working night and day - 24 hours, 7 days in the week - to fill orders and as fast as brains and skill can build it, new machinery is being added to our equipment.

Another factory has just been purchased, but in spite of this we have orders for nearly half a million packages which we cannot fill.

We hope by July 1st to be able to fill all orders. In the meantime, the great success of Toasted Corn Flakes will no doubt encourage imitators to take advantage of the situation and endeavor to substitute. There is only one genuine Toasted Corn Flakes. If anything else is offered to you - don't judge the merits of Corn Flakes by the substitute.

Toasted Corn Flakes was originated by the food experts of the Battle Creek Sanitarium. It has a delicious flavor which everyone pronounces as far superior to all breakfast foods on the market. It is this flavor that won the favor.

At the bottom of this page, you'll find an exceptional offer. Get the coupon signed to-day. The dealers you interest will receive prompt attention. And you'll get a cereal supply free for the season.

BATTLE CREEK TOASTED CORN FLAKE CO.
Will. K. Kellogg
President.

Originators of
Toasted Corn Flakes

1906: "A big, bold smash in advertising"

This is the first magazine advertisement ever run for Kellogg's Corn Flakes (the brand name was then "Sanitas"). John L. Kellogg, son of the company's founder, and later president, said of it:

> "The company was sold on a big, bold smash in advertising as against a timid, piecemeal policy. W. K. Kellogg wanted to get his product across in a hurry and he believed in it to the extent of literally risking his business on that one-page ad."

The advertisement itself admitted that it violated "all the rules of good advertising" because it promoted a new breakfast food then available to only ten percent of the magazine's readers. Its chief goal was to improve distribution, and it succeeded.

Most of Kellogg's early advertising was highly successful. In New York, a "Wink Day" campaign shot sales up from two carloads a month to one a day. In Chicago, housewives were asked to "Please Stop Eating Toasted Corn Flakes for Thirty Days" so that production could catch up.

After the '29 crash, W. K. Kellogg ordered the company's advertising *doubled;* sales climbed all through the depression.

Quick facts for busy executives

Reader's Digest offers:

1 ***The largest proven audience.*** It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average nighttime network television program.

2 ***The largest quality audience that can be found.*** The Digest has more readers in every income and educational group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3 ***Discrimination in the advertising accepted.*** The Digest alone of major

C&W Boosts Four

Cunningham & Walsh, New York, has promoted Richard H. Baxter, director of research, and Frank Davies, director of marketing and merchandising, to vps. Joseph D. Nelson Jr. and Laurence W. Scott have been elected directors of the agency. Mr. Nelson, who also was elected senior vp, is director of the account management division. Mr. Scott is a senior vp and account supervisor.

Court of Appeals Backs Ban on Ads by Patent Agents

WASHINGTON, July 21—Efforts to upset the Commerce Department's rule prohibiting advertising by agents who practice at the patent office were rebuffed by the court of appeals here last week.

In a decision which may represent a final victory for the sponsors of the regulation, the court ruled that the Secretary of Commerce has ample authority to put a stop to advertising if he regards it as necessary.

■ The issue had been raised by Merlin M. Evans, one of several patent agents who have used advertising to attract clients. Mr. Evans pointed out that sponsors of the regulation are lawyers, but that many of the agents who practice at the patent office are not lawyers and are not bound by the voluntary code of ethics of the legal profession. He denied that advertising used by patent agents is deceptive and pointed out that ads are reviewed by the patent office before they are used.

The regulation was approved by former Secretary of Commerce Sinclair Weeks shortly before leaving office last October. Approximately $350,000 of advertising is involved, much of it in technical and scientific publications which circulate among potential inventors.

Unless new legal tactics are attempted, the ban is expected to become effective in the near future. #

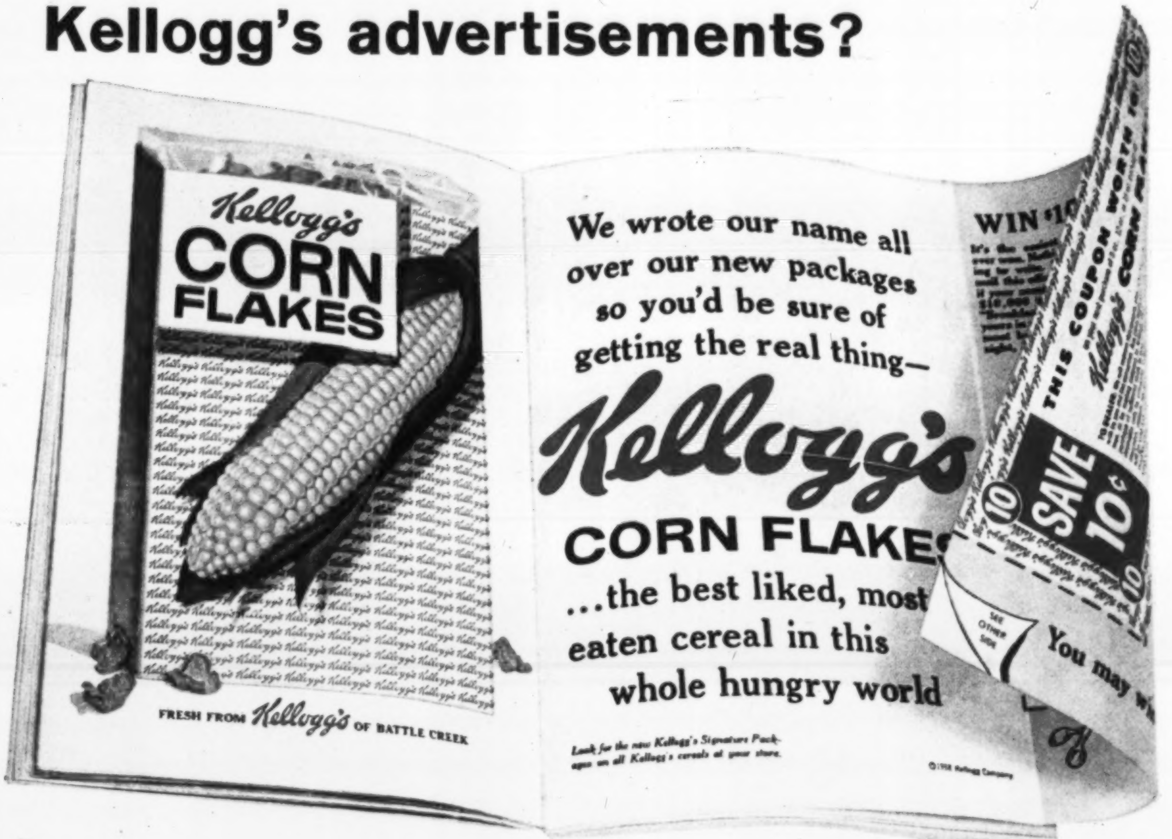
Arizona Brewing Co. Names Lloyd Smith Marketing Head

Arizona Brewing Co., Phoenix, brewer of A-1 beer and ale, has named R. Lloyd Smith vp and director of marketing. Mr. Smith formerly was president of his own agency, Smith, Benson & McClure, Chicago.

Youthcraft to Leber & Katz

Youthcraft Creations, New York girdle manufacturer, has appointed Leber & Katz, New York, to handle its advertising. Daniel & Charles is the previous agency. Harvey Bresler, Youthcraft account executive at Daniel & Charles, joined the Leber agency recently.

Kellogg's advertisements?


Kellogg's
CORN FLAKES
FRESH FROM Kellogg's OF BATTLE CREEK
We wrote our name all over our new packages so you'd be sure of getting the real thing—
Kellogg's
CORN FLAKES
...the best liked, most eaten cereal in this whole hungry world
Look for the new Kellogg's Signature Packages on all Kellogg's cereals at your store.
©1958 Kellogg Company
WIN $10
THIS COUPON WORTH 10¢
Kellogg's CORN FLAKES
SAVE 10¢
10
SEE OTHER SIDE
You may win

1958: This Digest "spectacular" brought 1,300,000 coupons

As part of an aggressive "Operation Saturation" drive last year, Kellogg's took a four-page, four-color gatefold "spectacular" advertisement in Reader's Digest. It resembled the 1906 advertisement in two significant ways:

- It was another "big, bold smash in advertising"
- It included a coupon offer

The coupon was good for ten cents on the purchase of Kellogg's Corn Flakes. To heighten interest, there was also an entry blank for a $10,000 "Breakfast Sweepstakes." But readers were not required to use the coupon to enter the Sweepstakes.

Thrifty housewives redeemed 1,300,000 coupons —no less than 11% of the Digest circulation.

Actually, this response did not surprise Kellogg's nor their advertising agency, Leo Burnett Company, Inc. They wanted maximum returns at minimum cost. They knew that the Digest could produce them because: (1) the Digest circulation is far greater than that of any other magazine, and (2) its rates per thousand are the lowest of any leading general magazine.

The Digest simply performed as expected.

* * * *

Like Kellogg's, advertisers who want *big* results—in coupon returns, inquiries or sales . . . are turning more and more to Reader's Digest. Repeatedly, this "little" magazine is proving itself to be the *world's most powerful selling force.*

---

advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, Reader's Digest accepts only advertising that meets the highest standards of reliability.

4 ***Belief in what the magazine publishes.*** People have faith in Reader's Digest, in its editorial and advertising columns alike.

5 ***Lowest cost per thousand of any general magazine:*** You pay only $2.91 per thousand paid circulation. Full-color is only 13% more than black-and-white. Two-color and bleed are offered at *no* extra cost.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 11,750,000 copies bought monthly

Read what advertising men say about these two new **HARPER BOOKS**

TV ADVERTISING
ADVERTISING
ARTHUR BELLAIRE
the copywriter's guide

THE
Copywriter's Guide
Edited by ELBRUN ROCHFORD FRENCH

Woody Klose
Lennen & Newell, Inc.

"...without question, the finest book for copywriters I have read or know about...should be made THE textbook for all beginners and required reading for all old-timers."

Charles F. Adams
MacManus, John & Adams, Inc.

"A gold mine of information gleaned from the finest minds in the business. It should be of invaluable assistance both to the greenest copy cub and to the most experienced advertising craftsman. If copywriters ever adopt a bible, this should be it." $11.95

TV Advertising
A HANDBOOK OF MODERN PRACTICE

By ARTHUR BELLAIRE
Vice-President
Batten, Barton, Durstine and Osborn

Professor D. B. Lucas
New York University

"Not only are research and ratings integrated effectively in the book, but so are timebuying and contracting and other business functions of the television department . . . rich and comprehensive."

Otto Kleppner
The Kleppner Company

"I am very much impressed by the amount of practical and meaty information he has compressed into this book and how clearly this information has been organized." $6.50

At your bookstore or from

HARPER & BROTHERS, N. Y. 16

Merchandising Ideas

Stopper Plugs Drain in Costs

• "Here's a real stopper to plug that drain in mailroom costs," begins a direct mail piece by Bell & Howell Phillipsburg Co. To emphasize the theme, a rubber stopper is affixed to the mailer. The sales message describes the company's Phillipsburg inserter, and a card to obtain a free brochure, "Modern Mailing Through Mechanization," is included.

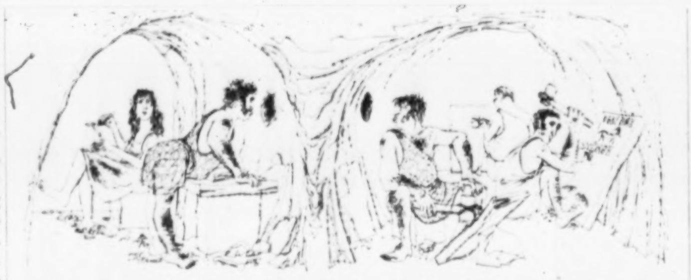
Bache Airs Stock Data

• Passengers aboard four Capital Airlines' VIP flights out of New York are now enjoying a new airline service—a newsletter carrying the latest daily stock market information. Prepared by the market analysis department of Bache & Co., member company of the New York Stock Exchange, the newsletter contains a market summary for the day and the closing prices of a few key stocks. The stock market newsletters are distributed Mondays through Fridays. Bache prints and delivers 250 of the newsletters within an hour and a half after the exchange closes at 3 p.m. in order to make the first scheduled Capital VIP departure.

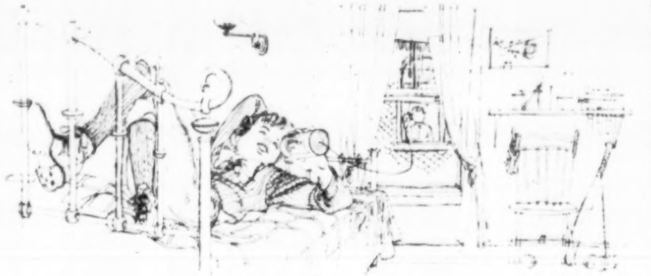
RCA Booklet Boosts Intercom

• RCA Victor Corp. is supplying its intercommunication product distributors with an off-beat booklet, "The Evolution of Intercom," to promote the introduction of the new office intercom, Instant-Call. Illustrated with line drawings by Les Goldstein, Philadelphia free-lance artist, the booklet uses each of the six drawings to point up a major sales point.

The booklet was conceived and written by L. D. Singer, advertising and sales promotion executive for industrial electronic products, and layout was by Jack Parvin, RCA art director. Copies may be obtained from RCA, Dept. 1-2, Camden, N. J.



"In 2104 B.C., Hector Ugg discovered the principle of intercommunication. Soon discarded the idea as impractical. Wasn't selective. Everyone in the office received the same message."



"In 1913, Alex Tronic, a child prodigy, hit on the idea of the Tin Can Intercom. Just as he was about to launch it on the market, a food packer in short supply of mason jars bought Tronic out. Thus the introduction of a really practical intercom was delayed by nearly half a century."

THE EVOLUTION OF INTERCOM—*These drawings are two of six which illustrate a booklet, "The Evolution of Intercom," being used by Radio Corp. of America to promote the introduction of RCA's new office intercom, Instant-Call.*

Pepsi Diamond Lil Returns

• Diamond Lil has come back to life along with her Golden Horseshoe Saloon. She has opened the swinging doors to the public at her emporium at Pleasure Island, recreation center at Wakefield, Mass. The saloon is a reproduction of the original by Pepsi-Cola Co., complete with musical stage show, singing stars, chorus girls and mahogany bar. Only Pepsi is served, naturally.

Pepsi's "Diamond Lil Show" features Champ Butler, Hollywood recording star, as Ragtime Cowboy Joe, and Charmaine Harma, young opera singer, as Diamond Lil. Pepsi-Cola Co. estimates that this summer more than 2,000,000 Pepsis will be consumed by Diamond Lil's patrons. =

IMPACT—*Impact at dealer level was achieved with the spice jar gift mailing which merchandised Kraft Foods advertising for Cracker Barrel cheese in The Saturday Evening Post. Prepared by Display Features, Wyncote, Pa., the package contained the same spice jars used in the ad.*

Dobeckmun Backs Saran Wrap-S with National Drive

Dobeckmun Co., Cleveland, a division of Dow Chemical Co., is running a national campaign to promote the use of Saran Wrap-S—a new shrinkable plastic film—for packaging of frozen meat and poultry. The drive began with a color page in the March *Fortune* and has continued with a series of color spreads in business publications.

On the schedule are *Consumer Packaging, Food Business, Food Field Reporter, Food Merchandiser, Meat, Modern Packaging, National Provisioner* and *Packaging Engineering*. A six-page color brochure on Saran Wrap-S has also been mailed to 10,000 business executives. Anderson & Cairns, New York, is the Dobeckmun agency.

Kudner Gets Arnold Cookies; Names Lewis Owen

Kudner Agency, New York, has been named to handle Arnold Brick Oven cookies by Arnold Bakers, Port Chester, N.Y. Kudner was awarded the Arnold bread and rolls account earlier this year. Charles W. Hoyt Co. previously handled the cookie account. The Hoyt office in Miami will continue to handle Arnold Bakers of Florida.

Kudner has appointed Lewis F. Owen, formerly associate creative director of Donahue & Coe, associate creative director.

McCarthy Joins Moore

Gerald E. McCarthy, formerly with International Harvester Co. and F. W. Dodge Co., has joined Moore Publishing Co. as midwestern manager. He will direct the activities of a new Cleveland office for the company's gas publications—*Brown's Directory of American Gas Companies, Gas Age, Heating & Gas Appliance Merchandising, Industrial Gas* and *LP Gas*.

46% of Teens Think Ads Boost Prices, 'Scholastic' Finds

NEW YORK, July 22—Prices would be lower if all advertising was eliminated, according to nearly half of today's teen agers.

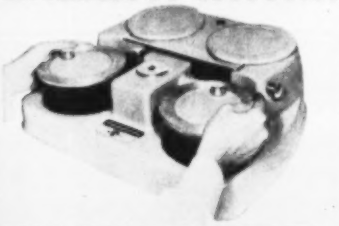
A survey by *Scholastic Magazines* of 5,000 senior high school students showed 46.6% of them think an end to advertising would cut prices.

Another 32.8% thought prices would thereupon go higher, while 17.7% thought prices would stay about the same.

The youngsters admitted they'd be maddest if called such names as "egghead," "proletarian," "spendthrift"—and "huckster." "Egghead" would be resented by nearly one-third of the youngsters, "huckster" by nearly 9%. "Wall Streeter" would get up the dander of 2.4%. =

CHAINED
to the HOT
TYPOGRAPHY
HABIT?

BREAK IT WITH...



FILMOTYPE

Like real cool, man. That's what you'll say about the Filmotype Photo-Typesetting Machine. Cold composition for every display type and lettering need! Actually a pleasure to use, especially since cost is pennies per word . . . quality unquestionably finest professional grade . . . the convenience, speed, simplicity perfect supplements to the pressure of production. Filmotype . . . the hottest machine in the field of cold composition!

AND CONSIDER: the most all-inclusive style selection in photo-typesetting/From 12 pt. to 144 pt./Screens, tints right from the machine/Limitless intermixing of faces.

NOTE: Play it safe . . . save . . . with the Filmotype "Pays-for-itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name__________
Firm__________
Address__________
City______ Zone___ State____

TOTAL SELLING in Western New York means

BUFFALO EVENING NEWS

WEEK-END
EDITION

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers ... **FULL color ... FULL coverage ... FULL six days per week.**

THE TOTAL SELLING MEDIUM IS YOUR DAILY NEWSPAPER

BUFFALO EVENING NEWS

KELLY-SMITH CO.—*National Representatives*

WESTERN NEW YORK'S GREAT NEWSPAPER

The PGW Colonel says:

"When in doubt about costs and coverage in any of 168 markets, turn to the latest edition of our SPOT RADIO POCKET GUIDE. Every advertiser should own a copy."

*Use the handy coupon.
No charge.*

SPOT
RADIO
2nd edition
POCKET GUIDE
PETERS, GRIFFIN, WOODWARD, INC.
Pioneer Radio Station Representatives Since 1932

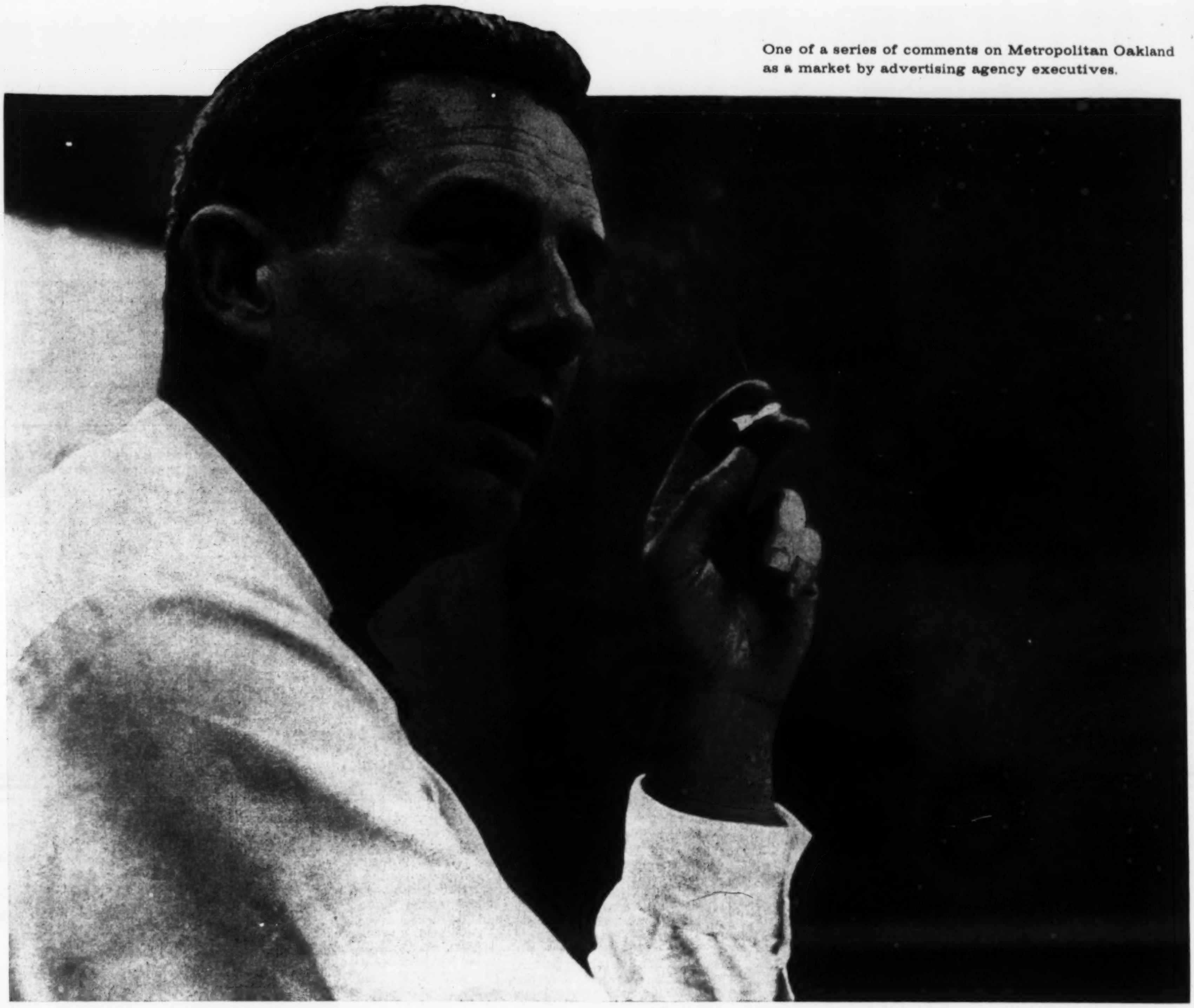
PETERS,
GRIFFIN,
WOODWARD, INC.
250 Park Avenue,
New York 17, N. Y.

Pioneer Station Representatives Since 1932.

Please send me a copy of your SPOT RADIO POCKET GUIDE, 2nd edition.

NAME
TITLE
COMPANY
ADDRESS
CITY STATE

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



"With so many of our clients in the mass market, consumer products field, we naturally keep a close check on those areas that offer best sales potential through rapid growth. In the booming West, one of the most important of these is Alameda County, in the Oakland-Metropolitan Bay Area. Among all Northern California counties, Alameda County (Metropolitan Oakland) leads in population, total retail sales and in six major retail classifications: food; drugs; automotive; service station products; furniture and household appliances; and lumber and building materials. Obviously, Alameda County rates an "A Market" listing on our media schedules."

BARTON A. CUMMINGS, President
COMPTON ADVERTISING, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

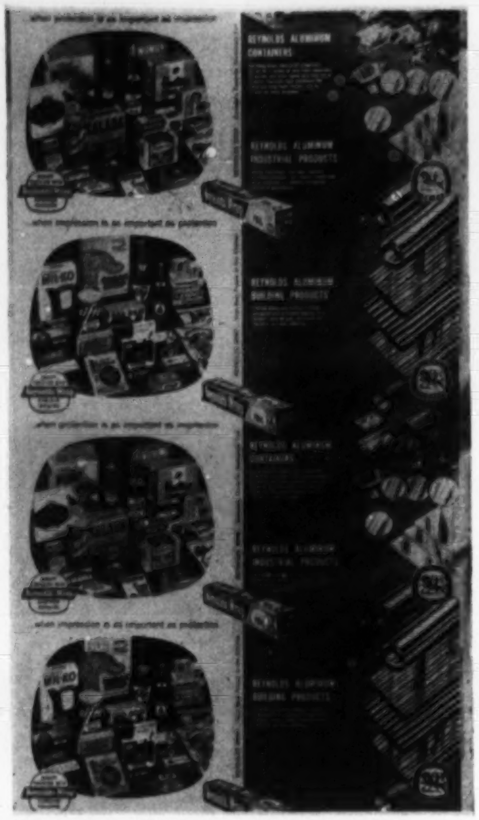
Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network



ALUMINUM—*Reynolds Aluminum Co. of Canada ran this aluminum foil ad in the July 11 issue of the Financial Post. Stanfield, Johnson & Hill, Montreal, is the agency.*

June Sales of Chain Stores

	June 1959	June 1958	% Gain or Loss	6 Months 1959	6 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
ᶜBond Stores ....$	6,727,500	$ 6,571,562	+ 2.4	$ 79,747,648	$ 78,711,418	+ 1.3
Butler Bros.	16,254,407	13,148,543	+23.6	83,286,725	71,437,110	+16.6
ᶜDiana Stores	2,986,660	2,599,498	+14.9	36,116,421	33,040,366	+ 9.3
Edison Bros.	10,447,258	8,719,989	+19.8	58,328,288	50,131,111	+16.4
Fishman, M. H.	1,255,045	1,181,549	+ 6.2	6,265,836	6,125,071	+ 2.3
ᵈFranklin Stores ...	3,422,983	2,940,995	+16.4	43,402,407	39,580,347	+ 9.7
Gamble-Skogmo Stores	14,425,884	9,766,317	+47.7	66,445,007	53,126,416	+25.1
Grant, W. T.	39,091,702	32,598,265	+19.9	193,250,373	167,873,935	+15.1
ᶜGrayson-Robinson Stores	5,011,293	3,775,033	+32.7	51,557,857	38,371,356	+34.4
ᵇGreen, H. L.	10,568,756	10,058,165	+ 5.1	48,987,550	47,876,914	+ 2.3
ᵇHartfield Stores ...	1,904,249	1,714,674	+11.0	8,728,244	7,904,091	+10.4
Howard Stores	2,310,934	2,129,956	+ 8.5	12,186,795	11,912,061	+ 2.3
ᵇInterstate Dept. Stores	7,323,927	4,993,250	+46.7	29,948,631	23,772,743	+26.0
Kinney, G. R.	6,985,000	5,397,000	+29.4	36,123,000	29,331,000	+23.2
Kresge, S. S.	31,376,383	27,516,286	+14.0	169,530,003	157,577,418	+ 7.6
Kress, S. H.	11,205,109	11,708,598	— 4.3	66,804,285	64,049,080	+ 4.3
Lane Bryant Inc. ..	6,395,382	5,722,393	+11.8	38,621,350	35,707,124	+ 8.2
ᵇLerner Stores	15,003,347	13,466,907	+11.4	72,390,475	66,433,535	+ 9.0
ᵇMages Sporting Goods	614,887	526,620	+16.7	1,957,740	1,696,126	+15.4
ᵇMangel Stores	4,777,271	3,593,784	+32.9	18,732,263	14,754,405	+27.0
McCrory-McLellan Stores	14,878,992	13,076,380	+13.8	75,279,777	70,683,408	+ 6.5
Melville Stores	15,798,101	13,809,152	+14.4	65,275,944	58,253,773	+12.1
ᵇMercantile Stores Inc.	12,571,000	11,046,000	+13.8	59,172,000	54,995,000	+ 7.6
ᶜMiller-Wohl Co. ..	3,582,533	2,957,397	+21.1	39,045,442	36,166,520	+ 8.0
Murphy, G. C.	20,033,935	15,934,414	+25.7	99,007,293	85,030,992	+16.4
National Shirt Shops	2,001,327	1,772,254	+12.9	9,019,954	8,377,627	+ 7.7
Neisner Bros.	5,497,876	4,878,116	+12.7	29,207,944	27,616,611	+ 5.8
Newberry, J. J.	19,213,695	16,600,077	+15.7	98,075,236	88,394,625	+11.0
Penney, J. C.	113,047,035	97,266,339	+16.2	581,940,898	535,108,826	+ 8.8
Roses's Stores	3,073,538	2,284,533	+34.5	14,716,259	11,525,340	+27.7
Shoe Corp. of America	7,587,709	6,503,053	+16.7	41,833,170	37,846,975	+10.5
ᵃSterchi Bros.	1,654,520	1,332,760	+24.1	6,118,519	5,394,317	+13.4
Western Auto	30,323,000	21,245,000	+42.7	128,373,000	101,390,000	+26.6
White Stores	5,718,425	4,827,859	+18.5	24,457,298	20,887,162	+17.1
Group Total ......$	453,069,663	$381,662,718	+18.7	$2,393,933,723	$2,141,082,803	+11.8
FOOD CHAINS						
Colonial Stores	33,841,000	31,577,000	+ 7.2	237,974,000	234,819,000	+ 1.3
ᵃGrand Union	49,236,620	38,525,970	+27.8	198,998,112	150,603,858	+32.1
ᵇJewel Tea	35,692,033	32,007,326	+ 7.8	209,950,990	199,002,529	+ 5.5
Group Total ......$	118,769,653	$102,110,296	+16.3	$ 646,923,102	$ 584,425,387	+10.7
MAIL ORDER						
ᵇSears, Roebuck	368,525,912	322,188,143	+14.4	1,608,972,315	1,438,527,753	+11.8
Spiegel	12,566,147	8,717,087	+44.2	82,549,247	54,845,887	+50.5
ᵇMontgomery Ward ..	92,003,932	79,588,920	+15.6	466,251,931	399,983,458	+16.6
Group Total ......$	473,095,991	$410,494,150	+15.3	$2,157,773,493	$1,893,357,098	+14.0
DRUG CHAINS						
Peoples	6,877,512	5,868,128	+17.2	40,100,183	34,228,727	+17.2
Walgreen	23,428,677	20,589,087	+13.8	133,954,057	121,799,099	+10.0
Group Total ......$	30,306,189	$ 26,457,215	+14.5	$ 174,054,240	$ 156,027,826	+11.6
Combined Total ...$	1,075,241,496	$920,724,379	+16.8	$5,372,684,558	$4,774,893,114	+12.5

ᵃ 4 Months. ᵇ 5 Months. ᶜ 11 Months. ᵈ 12 Months.

Knickerbocker Beer, Merckel Knockwurst Join in Ad Push

NEW YORK, July 21—Radio and tv commercials are now urging New Yorkers to "knock, knock for Knickerbocker and Merkel Knockwurst."

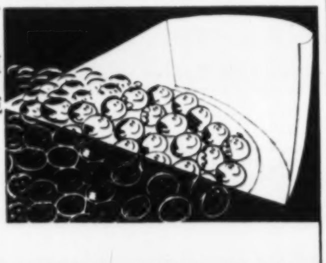
Jacob Ruppert, brewer of Knickerbocker beer, and Merckel Inc., meat packer, have teamed up for a month's promotion of knockwurst and beer.

It started last week and will include ten tv spots weekly on WRCA, WCBS, WABC and WNEW; 99 radio commercials weekly on WOR, WHIL, WRIV and WTAC, plus weekly ads in 18 newspapers in the greater New York area, 100 display posters, and several hundred car cards in buses, in addition to a variety of point of sale material.

Compton Advertising Inc., agency for Ruppert, and L. H. Hartman Co. for Merkel have also teamed up for the promotion.

"Why knockwurst? Aren't frankfurters more popular? What's the difference between 'em?" asked an inquiring reporter.

"No, knockwurst is gaining in popularity. Also, it has an alliterative association with Knickerbocker. The difference is largely a matter of size. Knockwurst is a king-size frank with a little more spice." #



ADVERTISING CAN REACH SELECTIVE AUDIENCE

Don't waste advertising dollars. Theatre screen advertising can be as selective as your neighborhood theatre and yet offer optimum audio-visual impact.

TsAB

FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Swiss Watchmakers Buy Recording-Awards TV Show

Watchmakers of Switzerland, Bienne, will sponsor the National Academy of Recording Arts & Sciences presentation of awards to the outstanding recording artists of 1959 on NBC-TV, Nov. 29, 8-9 p.m., EST. Performances of the year's 10 best classical, popular and jazz recordings will be presented by the artists who recorded them in the Hollywood-originated program. The order for the show was placed through Cunningham & Walsh.

Goodman Leaves WBBM-FM

Bernard Goodman has resigned from the sales staff of WBBM-FM, Chicago. He plans to do tv production on the West Coast.

FCC Moves to Add More VHF in Fresno and Columbus, Ga.

WASHINGTON, July 22—The Federal Communications Commission has proposed a plan to break the tv service bottleneck at Fresno, Cal., and a second plan to bolster service at Columbus, Ga.

The moves are the first of a series of steps which the commission is expected to take in the near future to squeeze more vhf service into major markets by juggling existing assignments or by "squeezing in" additional stations.

The Fresno plan, still subject to revision, substitutes three vhf channels for the two uhf and one vhf channels which currently serve the area. It allows O'Neil Broadcasting Co. (KJEO) to shift from Channel 47 to Channel 2, McClatchy Newspapers (KMJ-TV) from 24 to 5 and Triangle Publications (KFRE-TV) from 12 to 9. The plan also involves the addition of two more vhf channels to Bakersfield.

■ The Columbus plan gives the city two vhf stations in place of the present one vhf and one uhf. The plan also retains a vhf at nearby Dothan, Ala.

Altogether the commission has a list of about 24 major markets which currently lack competitive vhf service. It has been under heavy pressure from ABC to provide a third vhf outlet wherever possible. #

Carnation Introduces New Milk Product in Canada

Carnation Co., Alexandria, Ont., will introduce instant powdered skim milk in Canada with an ad campaign beginning the week of July 26. Two-color and b&w ads will run in 31 newspapers; the "Bob Cummings Show" on the Canadian Broadcasting Co. network plus four other stations will be used, as well as 60-second spots on six French language stations. Radio spots will supplement the drive. Baker Advertising Agency, Toronto, is handling the campaign.

'Playbill' Issues Statement on Met Opera Program

Playbill, New York, for the past 25 years publisher of the Metropolitan Opera programs, which for the 1959-60 season will now be produced by *Saturday Review* (*see story on Page* 24), has issued a statement to ADVERTISING AGE "in response to request for background information" on the switch.

Playbill said the decision to withdraw from publishing the program was based on "economic factors," and that over the past three years *Playbill* "progressively reduced fees paid to the Opera for the program." *Playbill* also said the former 6½ x 9" size was provided for audience convenience and there was "no single instance of that size having discouraged any advertiser in the past." *Playbill* said that its circulation increase in Broadway legitimate theaters and in the Metropolitan Opera House would have necessitated a rate increase for advertisers in 1960.

WTAG-FM Joins QXR Network

WTAG-FM, Worcester, Mass., has joined the QXR Network, bringing the number of affiliates to 14.

1

THE NUMBER ONE MAGAZINES IN YOUR NUMBER ONE DRUG STORE MARKET!

CHAIN STORE AGE
DRUG MAGAZINES
Executives & Managers Editions
2 Park Avenue, New York 16, N.Y.

ABC AUDITED PAID CIRCULATION · ABP BUSINESS PAPER LEADERSHIP

CHAIN STORE AGE Drug Magazines

CHAIN STORE AGE Drug Executives Edition
CHAIN STORE AGE Drug Managers Edition

The #1 magazines in your drug store market

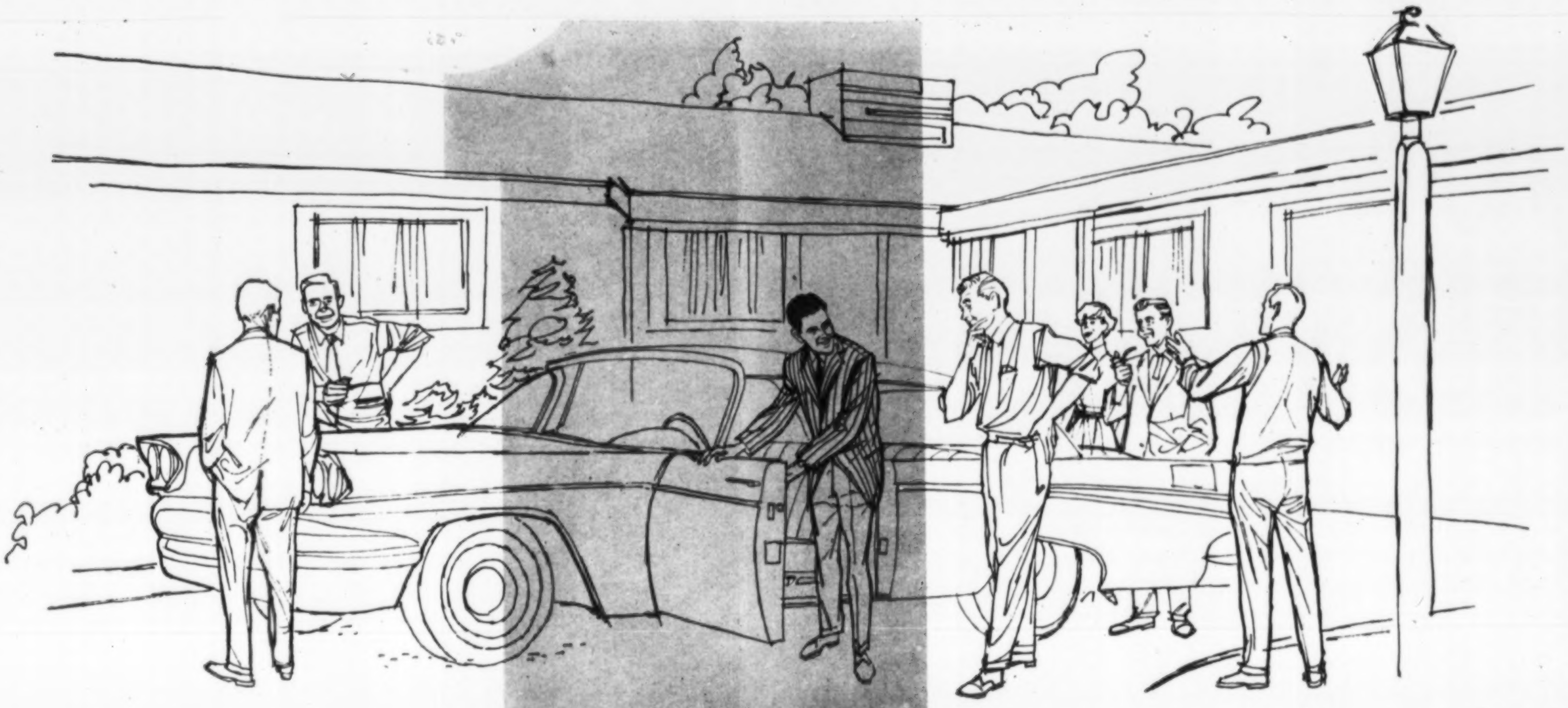
Comparative figures on advertising in drug trade publications. (Jan.-Dec., 1958.)

CHAIN STORE AGE GAINED 46 PAGES

Magazine A LOST 74 pages
Magazine B LOST 93 pages
Magazine C LOST 142 pages

(Above facts taken from *Media Comparison Records.*)

CHAIN STORE AGE Drug Magazines · 2 PARK AVENUE, NEW YORK 16, NEW YORK
Boston • Chicago • Los Angeles



THERE'S ALWAYS ONE IN EVERY GROUP !

Have you ever wondered why some men know more about automobiles than other men?

It is always a thrill to wheel a new car into the family driveway. Its shiny appearance and newness is a real cause for excitement. But for some men the joy of owning a car goes beyond mere pride of ownership. They take pride in their car's performance, and in their knowledge of what goes into a car to deliver top performance. They are the kind of men who read Popular Mechanics.

The Popular Mechanics man is intensely interested in efficiency . . . performance . . . and service. He is naturally curious about the mechanics of modern living. He enjoys the time and effort he spends in gaining a thorough knowledge of what makes things go—and why.

He may be buying a new car *(PM readers average 120 cars per 100 families);* or selecting parts and accessories. He may be buying photo equipment . . . Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him—as so many advertisers do*— with your product story in Popular Mechanics. It is his kind of magazine. It sparks his thinking on what to do, what to buy—and why.

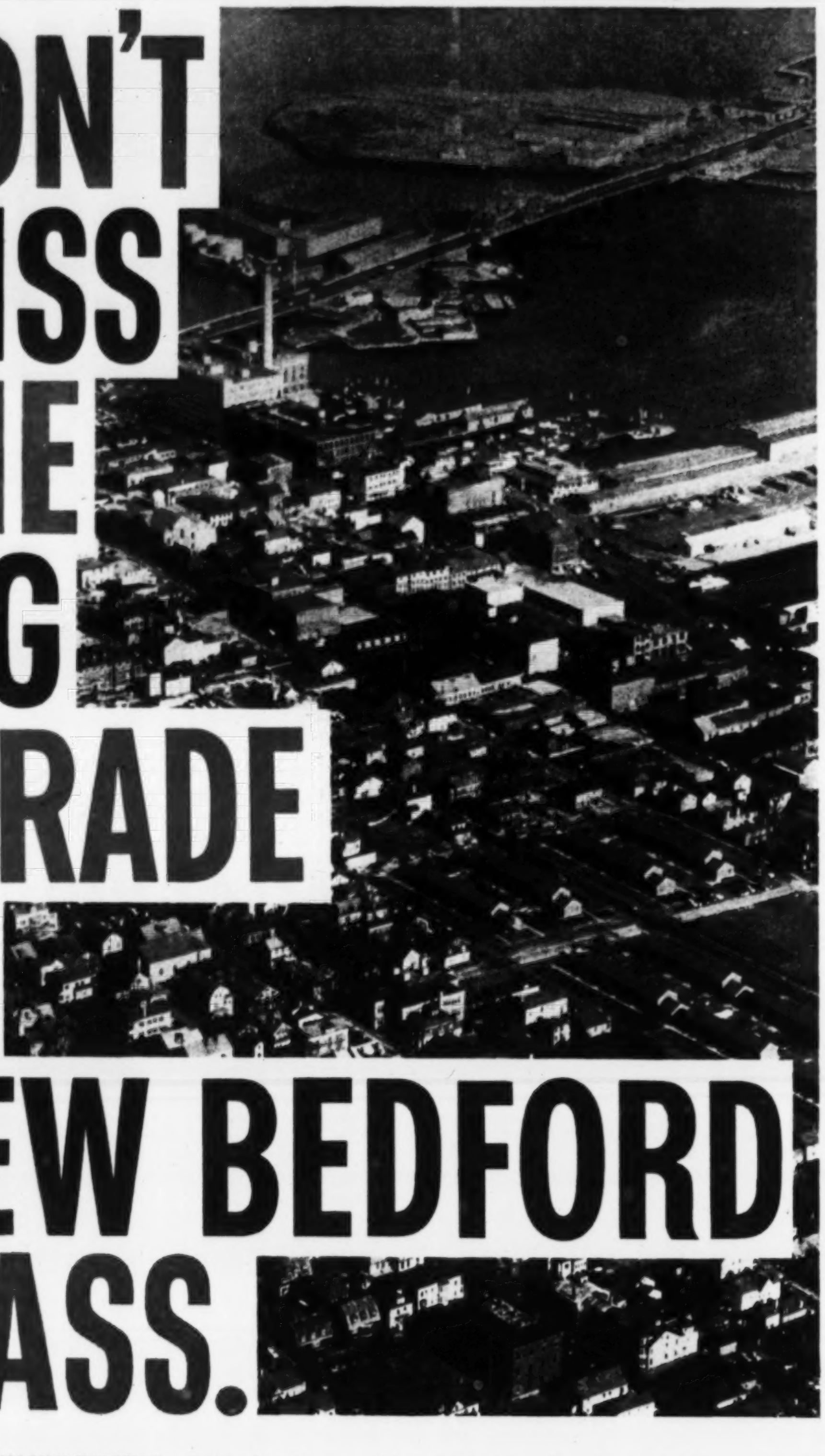
*

You'll find more automotive advertising in **Popular Mechanics** *than in any other general monthly magazine* (PIB).

POPULAR MECHANICS

Puts Men In Motion

DON'T MISS THE BIG PARADE IN NEW BEDFORD MASS.



"COOPERATION UNLIMITED"—that's what the townspeople of New Bedford are calling their all-out effort to keep improving the economic status of their historically rich New England city. Few cities have ever developed such fine teamwork, in terms of time, hard work and money involved.

Foremost among New Bedford's re-development projects is its new 800-acre industrial district. The site is bounded by a four-lane expressway which links Boston with New York. The New Haven Railroad provides additional transportation facilities to the district. Everything planned for New Bedford's "Park for Industry" reflects adequate investment and careful development.

New Bedford has long been the home of such well-known firms as Goodyear Rubber Co., Berkshire-Hathaway Mills, Revere Copper and Brass, Cornell-Dubilier, Aerovox Corp., Continental Screw Company and the Acushnet Process Co. To show its complete diversity of industry, New Bedford's fishing fleet sold $13,790,500 worth of sea food last year and ranked third in the United States in total value of catch landings.

If you want your share in New Bedford, the New Bedford Sunday Standard-Times and PARADE can give it to you. Each Sunday nearly a quarter million readers see your message. Each Monday they begin to move goods off dealer's shelves.

How Big is PARADE in New Bedford

Per cent of families reached

POST...10% LOOK...14% LIFE...13%

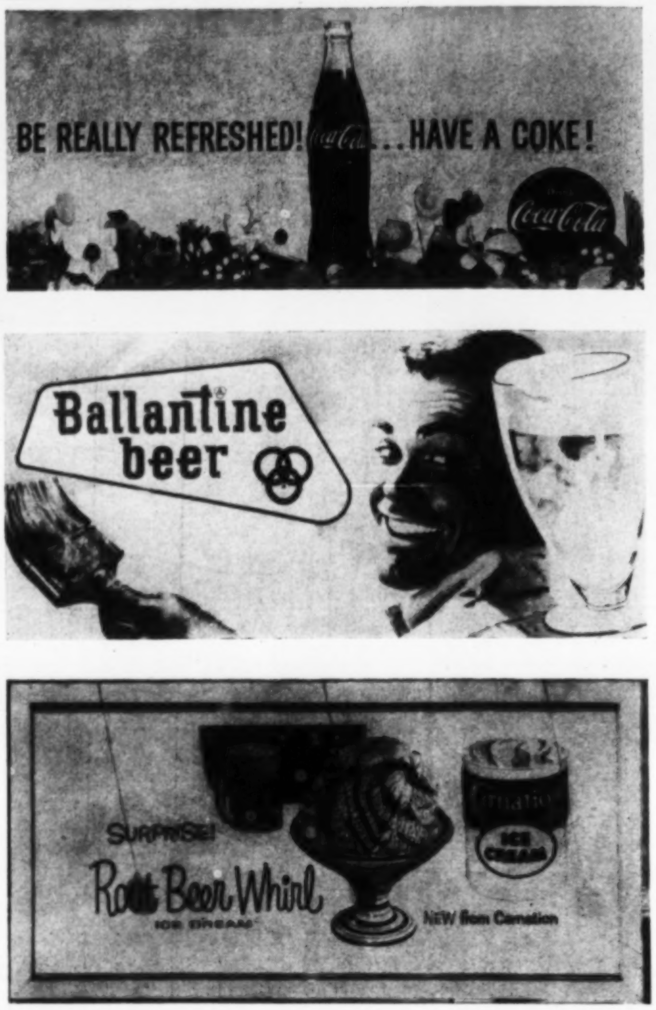
PARADE...79%

(CITY ZONE)

The Sunday Newspaper Magazine
Parade
Sunday Standard-Times
FINAL
U.S. Prepared to Use
Weapons for Berlin

Represented Nationally by Story, Brooks & Finley Inc.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.



STARCH LEADERS—*These three posters led the top ten Starch National Outdoor Ratings for the four weeks ending June 3. Coke had a 54% copy performance index; Ballantine, 54%, and Carnation, 53%. The other seven were: Conoco, 53%; AC spark plugs, 50%; Budweiser, 48%; Falstaff, 47%; Langendorf bread, 47%; Wrigley's gum, 46%, and AC oil filter, 46%.*

'Chicago Trib' Ties Labels into Consumer Contest

(*Continued from Page* 2)

will consist of a half-page product ad running next to the contest announcement on one of the 20 days. All products participating will be mentioned each day. Labels sent in by entrants will be turned over to the advertisers.

The *Tribune* will merchandise the contest to retailers with (1) monthly bulletins listing participants, (2) window posters and (3) shelf talkers.

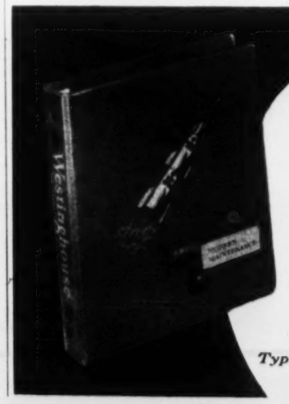
Alvin W. Dreier, manager of the *Tribune's* general display advertising division, said advertising participation for the 12 monthly contests was 60% sold out.

Participating products include: C&H sugar, Dexol bleach (Tidy House), Hills Bros. instant coffee, Holloway House frozen stuffed green peppers, Kraft Parkay margarine, Marlboro, Morton House beans (Oto Food Products), Open Pit barbecue sauce, Lolli-Pups dog candy (Orleans Candy), Perfect Plus hosiery, Philadelphia cream cheese (Kraft), Pillsbury cake mix, Ralston-Purína dog food, Realemon lemon juice, Heart's Delight fruit juice, Sealtest ice cream, Vienna sausages and Thomas J. Webb coffee.

The Tribune purchased the entire promotion package from Sales Programs Inc., New York. Newspapers in other territories are expected to run similar promotions in the future. #

Capital Seeks New Image

Capital Airlines has appointed Lippincott & Margulies, New York industrial design company, to develop "a clear-cut corporate image that will favorably reflect the character, personality and objectives of the airline." Main emphasis will be placed on Capital's logotype, color scheme, general appearance, signs and symbols.



AMETCO VIRGIN-VINYL
3-RING BINDERS
AS LOW AS 84¢ IN LOTS OF 1000

An AMETCO quality binder with individually-designed cover will magnify the effectiveness of your sales catalogs, presentations, sample books, price manuals or sales-promotion literature.

Write for free literature, including quantity prices, styles, colors.

AMERICAN THERMOPLASTIC COMPANY
425 First Avenue • Pittsburgh 19, Pa.

Typical binder, prepared for leading corporation.

Man on horseback—

You seldom see one these days, except in a rodeo or bridle path. And as a power symbol, the man on horseback declined with the horse.

However, outside the cities, there is a new and significant power symbol — man on the tractor.

Since 1940, the number of farms has declined 1,300,000; and in 1957 there were 3,400,000 fewer farm workers. Yet farm production grows every year. With 1947 as 100, farm productivity in 1957 was 183.8—three times the increase in industry in the same period.

Reasons why? Better farmers, better methods, mechanization and larger farms. Machine power is the multiple, as well as the substitute for the missing men. Newest, fast growing development is materials handling — such as moving the thousands of tons of feed required in a year for a sizeable beef herd.

Much farm machinery is special purpose, limited function, infrequent use, but the farmer buys time and expedition, as well as labor, in machines. And the index of his productivity is his machinery investment.

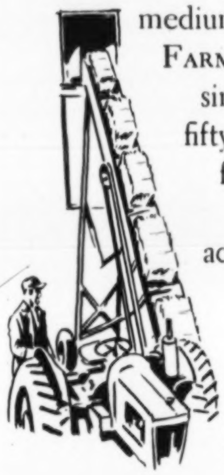
Consider the farm subscribers of Successful Farming (circulation 1,300,000). They represent less than one-quarter of the country's farms. But in 1957, they accounted for 58% of the corn, 46% of the wheat, 57% of the soybeans, in 1957 sold 62% of the hogs and pigs, 47% of cattle and calves, and on Jan. 1, 1958 had 41% of the milk cows on hand.

Successful Farming

Yet this same group owns 70% of the cornpickers, 63% of pickup balers, 54% of combines, 51% of side delivery rakes; and 44% of all tractors on U.S. farms in 1957.

They make money, even when farm prices are down, because they are more efficient, volume producers. Their estimated annual average cash earnings from farming for the past decade has been around $10,000. Last year their estimated average cash income from farming was $12,120, a new record.

As consumers, Successful Farming farmers are one of the world's best class markets today. If you're looking for buying power, there's a $12 to $14 billion plus market in this one magazine.



If you're looking for influence, no other medium matches Successful Farming in its field. For the simple reason that SF for fifty-seven years has helped farm families earn more, live better; and it has acquired a confidence and respect that gets better reception and response for advertising. Any Successful Farming office can tell you more.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

21 — Choices — 21!

In the January 1960 issue,
Successful Farming will be available
to advertisers in the regular edition plus
Twenty State & Regional Editions
— new flexibility, made possible
by America's newest magazine publishing plant.
Advertisers can match map and market,
intensify impressions,
put push behind new products,
test copy, list dealers . . .
enjoy SF's door-opening *influence*
based on 57 years of service
. . . and SF's 1958 estimated average
farm subscriber's cash income
from farming alone of $12,120!
Ask for full facts!

Successful Farming . . . Des Moines, New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland, Detroit, San Francisco, Los Angeles, Atlanta, Minneapolis.

50 Years in One Shop, Gordon Best, Ex-Office Boy, Has Statesman's View

(*Continued from Page 2*)

formed in 1905 by William D. McJunkin, a former retail adman, who had been with Mandel Bros. and the Fair department stores.

"I didn't know a darn thing about advertising at that time," recalls Mr. Best who, though Chicago born, had been raised in Des Moines and had just returned to Chicago to look for a job. "I had two jobs offered me and, while the McJunkin job wasn't offering the most money, I took it, because it seemed to have a future to it."

It did. But to make the most of it, Mr. Best had to spend his evenings, in those early years, finishing his high school and college education in night schools. While at Northwestern University's school of commerce, he studied under Walter Dill Scott, professor of advertising psychology, who subsequently became NU's president.

The night work habit eventually led Mr. Best into some spare-time copywriting work on McJunkin accounts which, in turn, led to a job offer from the old Carl M. Green Agency in Detroit.

He didn't take the job, but the offer caused Mr. McJunkin to try young Gordon out as a copywriter. (Until then Mr. Best had been in the media department.)

This put Mr. Best to work on accounts including Pillsbury, Commonweath Edison Co., Peoples Gas Light & Coke Co., Victor Adding Machine Co. and Babson Bros., Chicago milking machine maker.

▪ The future that Mr. Best envisioned in the agency unfolded further in 1925, when he became a vp. By 1929 he was vp in charge of all creative work and in 1940, the year before Mr. McJunkin died, Mr. Best became president. It wasn't until 1947, however, that the agency name changed to Gordon Best Co.

It was in 1941 that the agency picked up the Schlitz beer account, which began a stint of approximately 13 years which the shop spent with beer advertising. A particularly satisfying piece of copy work he did on the Schlitz account back in 1942, Mr. Best recalls, was creating the "Kiss of the hops" theme—still being used by Schlitz 17 years later.

Best retained the Schlitz account until 1947; shortly afterward the agency took on Heilmann's Old Style, which it had for six years.

But account movements are fairly rare in the Best agency. Mr. Best points to a number of long standing accounts—Florsheim Shoe Co., in the house for 44 years, being the oldest. Maybelline Co. has been under the care of Roy M. Kirtland, a Best vp, for 42 years. He had been handling the account at Kirtland-Engel Advertising until that agency was merged with Best in 1938.

Some other oldtimers are Coyne Electrical School, Chicago (35 years); Dumas Milner Corp., maker of Pine-Sol and Perma Starch, and portions of the Helene Curtis account (both 10 years). General Finance Corp. has been with Best for eight years.

▪ Mr. Best looks on these long-time accounts with considerable satisfaction, particularly, he says, because the ad business and the marketing picture in general have changed so greatly during these years.

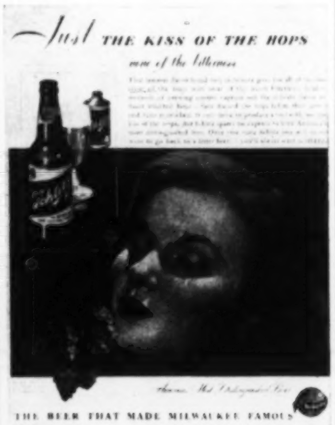
"When I started out," he says, "about 60% of the whole population was rural and only 40% was urban. Agricultural and mail order advertising were really big then.

"But today—following the advent of cars, all the new roads, two world wars and technological changes of gigantic proportions—the population is now about 64% urban, and marketing has to be handled very differently. Radio, of course, and later tv, have been the big advertising media changes.

"Advertising went through one of its biggest changes in the '20s, when esthetic values really began to show up in advertising," he recalls.

The '30s, he continues, in a capsule summary of ad history, saw the advent of hard sell, premiums and the big promotions. The '40s, for the most part, saw advertising temporarily in the background while production—for both war and peace—had all it could do to fill demands. This past decade, the '50s, has seen a return to the hard sell, but more importantly, says Mr. Best, these years have seen the growth—complete with growing pains—of research as a real influence in marketing and advertising, plus the growth of agency services along the "marketing concept" pattern.

Another major change in the ad business in the 50 years he's been in it, Mr. Best notes, is in the advertisers themselves. "They know much more about advertising now than they knew years ago. It isn't so esoteric a subject as it used to be."


Just THE KISS OF THE HOPS
THE BEER THAT MADE MILWAUKEE FAMOUS

LONG KISS—*In 1942 Gordon Best originated the "kiss of the hops" theme that Schlitz still uses. This ad, a color page in a 1942 issue of Life, was one of the first uses.*

▪ But not so changed, Mr. Best believes, are the trials of the copywriter. "We complained many years ago about the same things copywriters now do—particularly about account executives with ideas about how to write copy.

"As for researchers, we hardly had any to worry about. When I started to write copy on the Babson Bros. milking machine account, one of the other men and I just took to the road and asked all the dairy farmers we could find what they wanted in a milker. That was our research, and boy, in those days we really thought that was first-class research."

Research has since become a more serious matter with Mr. Best. A strong believer in marketing and advertising research, he calls it the necessary guide to help aim effective copywriting and advertising generally.

"Advertising itself," he adds, "has become vastly more important in our society. Its job of helping to sell, to create markets, is being compounded constantly by advances in science and engineering."

▪ But the industry's, and the agency's burdens seem to rest easier on Mr. Best's shoulders as a result of an impressive string of outside activities he pursues. Not the least of these has been raising five boys. One of them, Richard, is now secretary of the Best agency. Two others are aeronautical engineers, another is a physicist and still another a doctor.

In addition, Mr. Best is a painter (two of his canvases hang in the agency's offices), a photographer, an "ex-golfer" and an organist (reportedly an excellent one). #

Natkin Samuels Morr G. Best R. Best Feldman

IN APPRECIATION—*Though a long way from retirement, Gordon Best got a gold watch anyway—from top agency staffers, who inscribed it, "In appreciation of 50 years of achievement," with their signatures. Flanking him are his son Richard, agency secretary, and four vps—Burton Feldman, Frank Morr, Sidney Natkin and Milton Samuels, at whose Itasca, Ill., home the presentation was made.*

Split Run Plan Offered

Refrigeration & Air Conditioning Business will offer a split run plan beginning with its November issue. The plan splits 14,000 readers in 27 states in the South and West, and 16,000 readers in 21 states in northeast and north central U.S. plus Canada. Charge for the service is $100 over the regular space cost. The magazine is published by Industrial Publishing Corp., Cleveland.

N. Y. Typographers Union Okays Pact With Ten Dailies

NEW YORK, July 21—Members of New York Typographical Union No. 6, in a referendum held last week, have voted to accept a new contract from ten daily newspapers here.

Union approval of the contract, which has been negotiated for nearly nine months, came after unofficial results of a secret vote indicated that its membership rejected a strike by almost two to one.

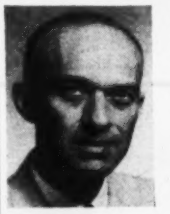
The new contract provides a $7 weekly package increase over two years and is retroactive to Dec. 8, expiration date of the old pact under which printers received from $128 to $138 for a 35-to-36¼-hour week.

▪ The contract also provides for further arbitration of disputes over so-called "bogus" advertising, resetting local display ads received by newspapers in mat form. A previous arbitration award reduced the amount of resetting, but the union has contested the award.

Newspapers involved are the *New York Times, Herald Tribune, Daily News, Daily Mirror, World Telegram & Sun, Journal American, Post, Journal of Commerce, Long Island Press* and *Long Island Star Journal*. #

'Harrisburg Patriot-News' Advances Doepke, Baum

Harrisburg Patriot-News Co., Harrisburg, Pa., has named Ernest A. Doepke Jr., advertising director since 1948, general manager. John H. Baum, assistant ad manager, was named to succeed Mr. Doepke as advertising director.



John H. Baum

E. A. Doepke Jr.

Mr. Doepke joined the *Harrisburg Patriot* in 1914 and helped to found the *Evening News* in 1917 and the *Sunday Patriot-News* in 1949. Mr. Baum joined the newspapers in 1939.

Arkansas Approves Budget

The Arkansas Industrial Development Commission has approved expenditure of $125,000 for national advertising through July, 1960. Ads will run in *Business Week, Fortune, Industrial Development,* the *New York Times, The New Yorker* and the *Wall Street Journal*. Thomas C. Hockersmith & Associates, Little Rock, is handling the campaign.

The most influential ministers in America subscribe to

Pulpit Digest

23,500 Protestant clergymen are the buyers, the opinion makers, the affluent:

- they pay a premium price to subscribe to this monthly professional journal: $6.00 a year.
- they spend their own money to buy an astonishing total of **208,350** books a year.
- **63%** are ministers of large churches, with more than 250 parishioners.
- **17,625** have the authority *to make or to specify* purchases. The others *advise.*

And look at the equipment PULPIT DIGEST'S readers were shopping for when surveyed earlier this year:

30.9% – Sunday School furniture
15.7% – Film or slide projectors
13.5% – Pianos or organs

For more information call the national selling organization of

JACK BAIN COMPANY
545 Fifth Ave., New York 17, N. Y.
MU 2-3345
WEST: Harley L. Ward, Inc.
360 No. Michigan Ave., Chicago 1, Ill.
CE 6-6269

WPON PONTIAC MICHIGAN

SERVING
AN INTEGRAL PART OF AMERICA'S 5th MARKET
LOOK:
OAKLAND COUNTY

33rd IN POPULATION — 646,900	40th IN DRUG SALES — $ 26,977,000
41st IN RETAIL SALES — $615,640,000	36th IN AUTO SALES — $137,435,000
42nd IN FOOD SALES — $183,625,000	46th IN FAMILY BUYING INCOME — $6,888

For Results In Lansing, Mich. . . . it's
WILX-TV
NBC • CHANNEL 10
STUDIOS IN LANSING JACKSON BATTLE CREEK
WILS
5000 WATTS THE MARKET'S NO. 1 STATION
CONTACT VENARD, RINTOUL & McCONNELL, INC.
911

"Love that service"

"Western Union **Survey Service** gathered the market facts I needed and got them to me fast."

Arm yourself with *facts* by having Western Union get them for you. Spot check of radio or TV audience reaction, traffic counts or survey of buying habits—trained personnel in over 1,625 cities gather the data. Simply provide the questions . . . leave the answers to us!

WIRE US COLLECT for the complete story. Address: Western Union, Special Services Division, Dept. A-2, New York, New York.

PROGRAM LOGS prove
the *Community* Acceptance of
KWTV OKLAHOMA CITY

Within the KWTV *Community*, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's *community* coverage!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman
OKLAHOMA CITY

Department Store Sales . . .

Sales Rise 7% in Week Ended July 18

WASHINGTON, July 23—Department store sales across the country in the week ended July 18 were 7% above sales for the similar week of 1958, the Federal Reserve Board reported today.

For the four weeks to that date and for the year to that date, sales were 8% ahead of the previous year.

■ All 12 of the FRB districts reported gains, as follows: Boston, 3%; New York, 7%; Philadelphia, 3%; Cleveland, 6%; Richmond, 2%; Atlanta, 3%; Chicago, 8%; St. Louis, 5%; Minneapolis, 8%; Kansas City, 5%; Dallas, 6%, and San Francisco, 15%.

A detailed breakdown of the sales in these districts will not be available for the July 18 week until early next week. Sales for the prior two weeks were as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending July 4	% change from '58 Week ending July 11
UNITED STATES	+ 7	+ 9
Boston District	+ 3	+ 2
Boston	+ 8	+ 1
Downtown Boston	+13	— 6
Suburban Boston	+ 2	+13
Cambridge	+ 1	0
Quincy	+ 3	+14
Lowell	— 8	— 3
City		
Springfield	— 6	+ 3
New York District	— 1	+ 2
Metropolitan Areas		
Buffalo	r+ 5	+ 4
New York-N.E.		
New Jersey	— 3	+ 2
Newark	r— 6	+ 2
New York	r— 2	+ 1
Rochester	r+13	— 5
Syracuse	r+ 6	+ 3
Philadelphia District	+15	+ 6
Metropolitan Areas		
Wilmington	r+10	— 1
Trenton	— 2	+ 5
Lancaster	r+12	+17
Philadelphia	r+20	+ 8
Reading	— 6	+16
Scranton	r+22	— 6
Wilkes-Barre—Hazleton	+ 2	+ 4
Cleveland District	+11	+ 9
Metropolitan Areas		
Lexington	— 2	+17
Akron	+ 4	+ 4
Canton	+ 2	+ 9
Cincinnati	+11	+15
Cleveland	+ 8	+ 9
Downtown Cleveland	+ 7	+ 3
Columbus	+ 3	+11
Springfield	+19	+22
Youngstown	+10	+17
Erie	+13	+ 9
Pittsburgh	+18	+ 5
Downtown Pittsburgh	+18	+ 3
Wheeling-Steubenville W.Va. & Ohio	— 9	+ 9
Richmond District	+17	+ 1
Metropolitan Areas		
Washington	+11	— 5
Downtown Washington	r+ 2	— 7
Baltimore	+27	+ 5
Downtown Baltimore	r+28	— 5
Richmond	r+15	+ 5
Atlanta District	+ 7	r+14
Metropolitan Areas		
Birmingham	+20	+ 7
Mobile	—11	+ 8
Jacksonville	+13	*
Miami	+ 7	+10
Downtown Miami	+ 9	+ 9
Atlanta	— 5	+21
Augusta	+31	+22
Columbus	+ 5	*
New Orleans	+14	+13
Knoxville	— 6	+34
Chicago District	r+ 4	+11
Metropolitan Areas		
Chicago	— 1	+10
Indianapolis	+11	+ 8
Detroit	+ 6	+16
Grand Rapids	+29	+ 8
Milwaukee	+ 4	+14
St. Louis District	+14	+13
Metropolitan Areas		
Little Rock	+ 8	+10
Louisville	+ 7	+ 6
St. Louis	+14	+ 9
Memphis	+26	+33
Minneapolis District	— 1	r+ 3
Metropolitan Areas		
Mpls.—St. Paul	*	+ 2
Mpls. and Suburbs	*	— 1
St. Paul	+ 3	+ 8
Cities		
Duluth-Superior	+ 1	+11
Kansas City District	— 2	+10
Metropolitan Areas		
Denver	—10	— 1
Topeka	— 6	0
Wichita	— 3	+ 2
Kansas City	+ 8	+16
Downtown Kansas City	+ 2	+13
St. Joseph	— 4	— 2
Lincoln	r—16	+20
Albuquerque	+13	+ 8
Oklahoma City	+ 7	+16
Tulsa	0	+14
City		
Joplin	—11	+21
Dallas District	+ 3	+14
Metropolitan Areas		
Dallas	+22	+19
El Paso	—11	+ 8
Fort Worth	+11	+13
Houston	+11	+19
San Antonio	—15	+13
San Francisco District	+10	+11
Metropolitan Areas		
Los Angeles-Long Beach	+15	+16
Downtown Los Angeles	+ 7	+12
Westside Los Angeles	+ 7	— 6
Sacramento	+21	+18
San Diego	+ 9	+12
San Francisco-Oakland	+ 6	+ 3
San Francisco City	+ 3	+ 5
Oakland	+ 5	— 4
San Jose	+ 8	+22
Portland	+11	+ 8
Salt Lake City	— 2	+17
Seattle	+ 4	+ 3
Spokane	+ 9	+ 8
Tacoma	+ 6	+ 6

r—Revised. *Data not available.

Norse Promoted by OAI

John M. Norse has been appointed assistant western art manager of Outdoor Advertising Inc., Chicago. He joined OAI's art department in Chicago in 1937.

Indiana's
second
richest
television
market...
Fort Wayne

Fort Wayne has *more retail sales, more food sales, more drug sales and more effective buying income* than any other Indiana television market except Indianapolis. **And Wane-TV is *first* in Fort Wayne,** center of this vast and growing market. Represented by Petry.

SOURCES: SALES MANAGEMENT, NIELSEN METROPOLITAN REPORT FEB. '59

WANE-TV FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KHOU-TV Houston • KXTV Sacramento • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

WHAT IT MEANS TO YOU . . .

The Big Three's little secret!

One look at the uniformed figure guarding this gate tells you this is as close as you'll get to the important automotive project he's protecting. Throughout the industry, it's the same story of tight security.

What's the well-kept secret? This year, it's even more than the competitive features of next year's cars; this year, it's that big topic that has turned automotive small-talk to *small car* talk everywhere!

With small cars from the Big Three will come a need for new engine parts and running gear components; new configurations in glass, plastics and rubber; new castings, forgings and sheet metal stampings.

It may be a smaller car, but it's still a manufacturer's nightmare—that is, until he finds suppliers who have what he needs in material, quality, quantity, price and service.

How do you let the industry know about *your* product? By advertising regularly in the weekly Newspaper of the Industry — AUTOMOTIVE NEWS. Whether they are responsible for the small car project, full-size cars, or trucks or buses, AUTOMOTIVE NEWS readers are important to you. They are factory management and production decision-makers; engineering, styling and sales executives; car and truck dealers, and their service and parts managers. They subscribe* to AUTOMOTIVE NEWS for *all* the news they need to keep abreast of their fast-moving industry.

If you have important news for them, let them know about it *soon,* in the one news source they'll be certain to read next Monday, and *every* Monday morning!

**44,000 paid subscribers, 85 percent of whom annually renew at the regular $9 rate without offers of premiums, cut rates or other inducements.*

The most influential publication in the automotive industry.

NEW YORK: Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

LOS ANGELES: Robert E. Clark, Hollywood 3-4111

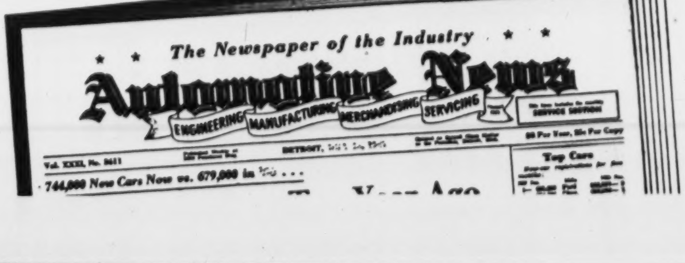


PHOTO REVIEW OF THE WEEK

Leach Lippincott (proxy) Dome Neville

EAST MEETS WEST—*The Milline Club of San Francisco, in a move probably designed to make its city's boundaries wider than Los Angeles' limits, has granted a charter to organize the Milline Club of Philadelphia. Officers of the new club are C. Robert Leach, Landau Outdoor Advertising, president; Brantley Lippincott, N. W. Ayer & Son, treasurer (Mr. Lippincott was unavoidably absent, so ingenious club members dug up a proxy); Robert Dome, Headley-Reed Co., vp, and William H. H. Neville, Ward Griffith Co., secretary.*

Mair Gardner Mallatratt
Hathaway Allen

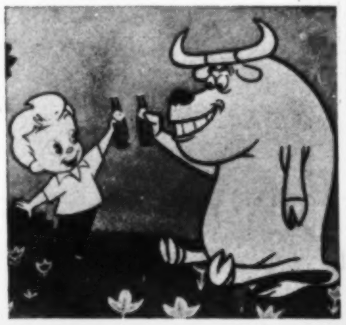
INTERNATIONAL—*Meeting in London, England, to discuss plans for the first International Congress of Outdoor Advertising in Toronto, July* 11-16, 1960, *were Mace Mair, general manager, Poster Advertising Assn. of Canada, Toronto; O. S. Hathaway, president, Outdoor Advertising Assn. of America; N. H. Gardner, H. H. Mallatratt, and S. C. F. Allen, of the British Poster Advertising Assn. Mr. Mallatratt is secretary of the British group.*

Baier Mrs. Baier Lau

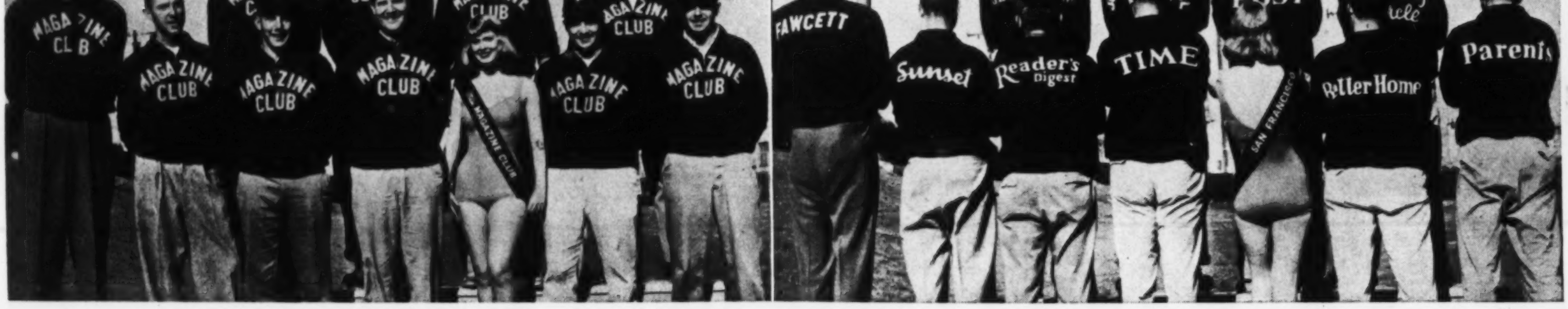
CEREMONIES—*Present on the occasion of presentation of awards in the first annual advertising awards contest by the Beaumont, Tex., Advertising Club are Harrison Baier, ad manager, White House, and Mrs. Baier, and Clayton Lau, ad manager, Beaumont Enterprise and Journal. Awards were presented to 28 companies at the ceremony.*

Liebovich Bromley Peterson Levy

MISS ST. LOUIS ADVERTISING—*Jackie Peterson, Gardner Advertising, has been named Miss St. Louis Advertising by the Junior Advertising Club of St. Louis. Ron Levy, 1st vp of the club, presents Miss Peterson with a garland of roses. Herm Liebovich Jr. is president of the club. Bill Bromley is Miss Peterson's escort.*



LOCAL SPOTS—*Squirt Co. is furnishing its franchise bottlers with 60, 20- and 10-second spots, from which this is a scene.*



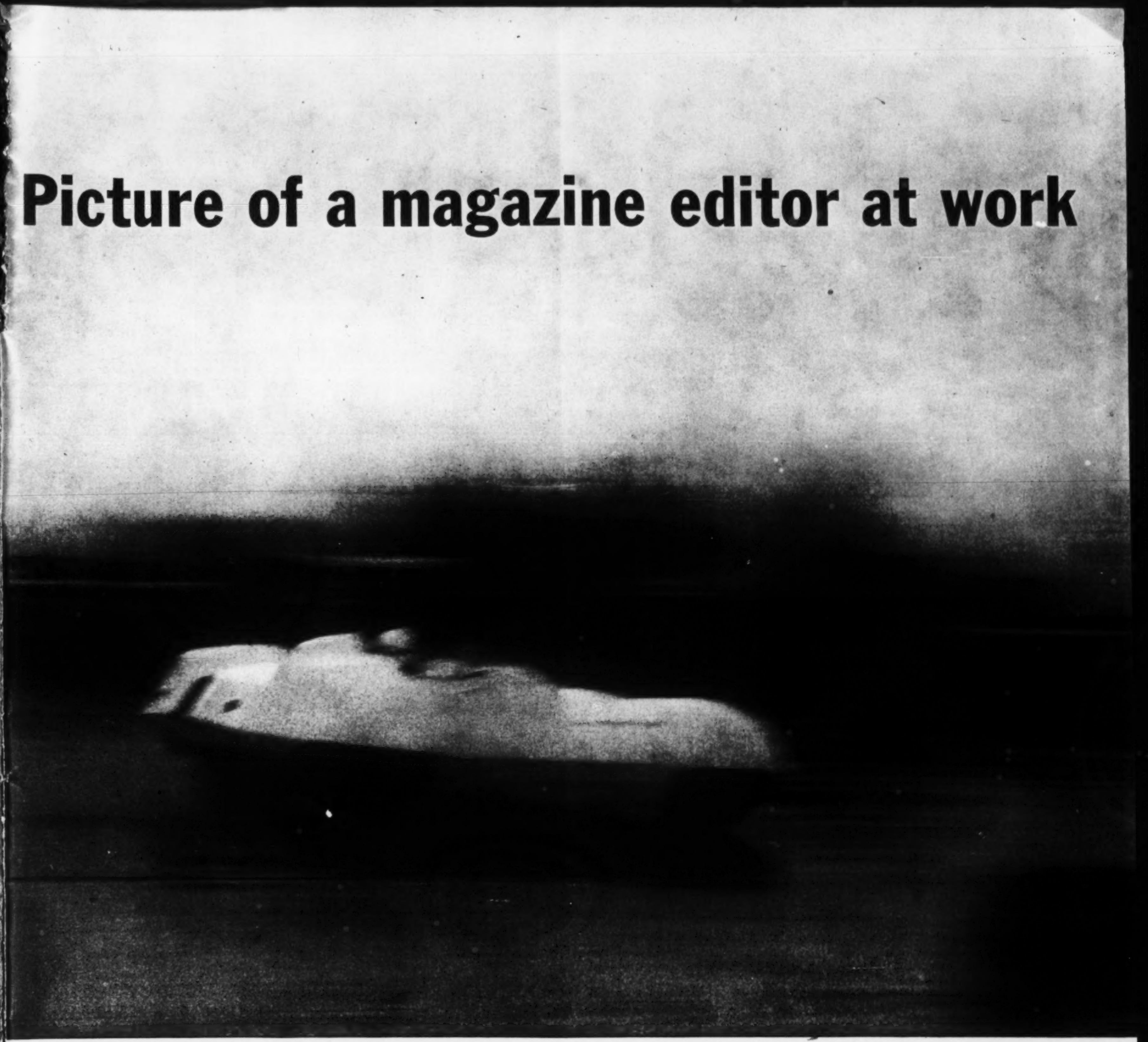
Mikkelsen Kimball Potts Coughlin
Hanrahan McCreedy Schmidt Newell Adler Schneider Tormey

STALWARTS—*This is a front and back view of the San Francisco Magazine Club softball team, currently leading the Northern California Softball League. The shapely lass is June Adler, Miss San Francisco Magazine Club of* 1959, *the source of inspiration. The stalwarts are George Newell, manager; Don Mikkelsen; Jack Kimball; Jim Potts; Bill Coughlin; Don Hanrahan; Jim McCreedy; John Schmidt; Harry Schneider, and Jack Tormey. The league includes West Coast agencies and media.*

Hofman Miller Von Tress Hobart Thorn Rhodes Kenyon Auer Myers Rose Hall

OPEN HOUSE—*Celebrants on hand for the opening of the magazine industry's new magazine center at* 444 *Madison Ave., New York (AA, July* 13), *included Edward Von Tress and Donald M. Hobart of Curtis Publishing Co.; Bernard Auer and A. Edward Miller of Time Inc.; Kent Rhodes and Clarence Hall of Reader's Digest; Russell Rose of the Christian Herald; Charles Thorn of Redbook; Norbert Hofman of McCall Corp.; Robert Kenyon of the Magazine Publishers Assn., and Vern Myers, Look.*

Picture of a magazine editor at work



The man in the bucket seat is a LOOK editor, Ben Wickersham. His article on sports cars in the current issue is another example of how LOOK editors live the story to get the story.

The spine-jarring snap of a full-out getaway. The firm, sure bite of tires on a curve. The cat-quick response to wheel and pedal. The surging, thrusting, wind-whipped thrill of sports-car driving . . . and there's nothing like it. To capture the feeling in print, LOOK Picture Editor Ben Wickersham got to know sports cars by *driving* them.

In six weeks of preparation for *Sports Cars: The Rage—The Rally—The Race—The Reasons*, an eight-page picture story in the current LOOK, Wickersham lived with sports cars. There are sixteen makes featured in the article. Wickersham drove all sixteen of them—from the tiny Austin-Healey Sprite to the luxurious Ferrari Gran Turismo. He drove them on highways and on race tracks. He enrolled in the advanced drivers' training course at the Lime Rock track in Connecticut. Together with LOOK photographer Bob Sandberg he covered the Grand Prix at Sebring, Florida. He and Sandberg joined the sports car rallies at Winter Haven, Florida, and Princeton, N. J. And because he did these things, because he *participated*, Editor Wickersham was able to convey not only facts but emotions.

Whatever the subject—whether it's sports cars or Broadway stars or the whole incredible state of Texas (all featured in the current issue)—LOOK editors *experience* the stories they work on. They do their own interviewing, reporting and writing. In an era of impersonal, assembly-line journalism, this on-the-spot coverage by editors themselves helps explain why millions of Americans have come to identify LOOK with warmth, understanding and wonder . . . why LOOK has been able to forge an emotional link between editor and reader that is unique among major magazines.

LOOK

LOOK—THE EXCITING STORY OF PEOPLE

'IT'S THE MUSIC BIT'—*Model Fahsbender discusses rationale of the picture with Gus Hoffmann, of Straus-Hoffmann, Chicago photographer, as Jerry Straus (upper right) demonstrates.*

LITTLE NIPPER—*Between poses Toby Lee wets whistle (not the recorder) with cool drink. Photographer Shimotsu Kasa and her mother await her return to action.*

HERE'S HOW—*To Toby Lee's obvious amusement, photographer Straus strikes her pose to assist her in modeling job.*

Toby Lee, Kroehler's New Ad Model, Demonstrates Newness (She's Just 2)

Winsome Nude Blows Recorder to Accompany Company's 'New Tune'

CHICAGO, July 21—The name of the new company symbol appearing in Kroehler Mfg. Co. ads is Toby Lee—Toby Lee Fahsbender, to be exact.

Toby Lee is young for a model—she's 27 (months)—but she's an old hand at the game, for she's been modeling for 16 of those months; got her start at 11 (months).

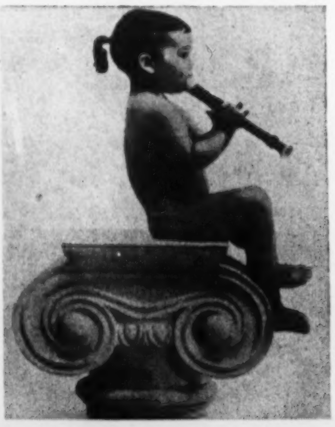
Her mother, Joanne Owens Fahsbender, is a model, too, and her father, Bob, also occasionally takes a turn at posing.

Kroehler discovered Toby Lee via the Fahsbender family Christmas card. It went to the Models Bureau, where her mother is listed. Thence it came to the attention of Henri, Hurst & McDonald, Kroehler's agency.

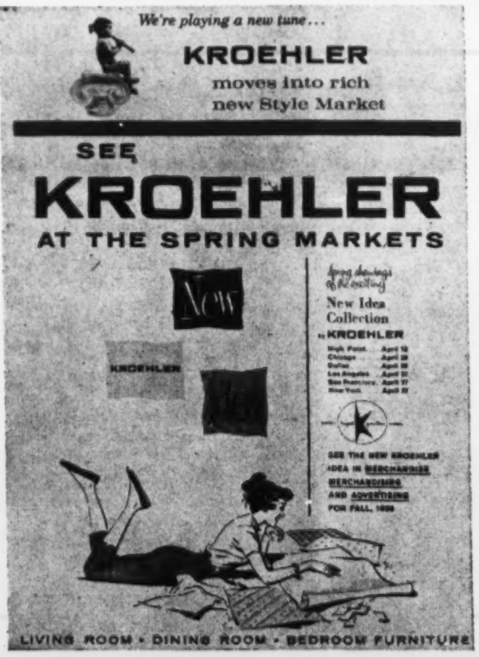
The agency was looking for a symbol for a fresh new approach to furniture styling which its client was attempting to get across. The theme: "We're playing a new tune."

The tune—and the instrument, a recorder—were new for Toby Lee, too, but she mastered the pose, sitting atop the capital of an Ionic column. The rest of the story is being told in Kroehler ads. #

TOBY'S PONY—*Model's mother fixes Toby Lee's hair in pony-tail style, which appears prominently in profile in the symbol photo.*



TUNESMITH—*This is the finished product of Toby Lee's posing.*



We're playing a new tune . . .

KROEHLER
moves into rich
new Style Market

SEE
KROEHLER
AT THE SPRING MARKETS

New Idea
Collection
by KROEHLER

LIVING ROOM • DINING ROOM • BEDROOM FURNITURE

New
KROEHLER

NEW TUNE—*This business paper ad, run in connection with the spring furnishings market, was one of the first uses of the new Toby Lee symbol by Kroehler.*

Rembrandt Tobacco Drive Reprints 'Breathe' Ad

Rembrandt Tobacco Corp., Toronto, broke page ads July 10 in the *New York Herald Tribune* and *New York Times* to declare that "in view of certain U. S. cigaret manufacturers' claiming leadership in the invention of the cigaret that 'breathes,' or of high porosity cigaret paper, we reprint here an announcement which has been appearing since May, 1959, in Canadian newspapers and elsewhere." The reprint described the company's new multi-vent paper and introduced the slogan, "Rembrandt, the first cigaret that breathes."

Similar ads are scheduled for *Time* Aug. 3 and in *Time's* Canadian and Atlantic editions Aug. 10. MacManus, John & Adams, the company's agency, pointed out that P. Lorillard Co. has been using the word "breathes" in tv advertising for Kent cigarets, and that R. J. Reynolds Co. has adopted high porosity cigaret paper for its Salem brand.

Arrow Advertising Launched

Arrow Advertising Art, a new art organization for advertising and sales promotion materials, has opened offices at 231 Locust St., Akron. President of the new operation is Robert E. Kennedy, formerly art director and ad production manager of M. O'Neil Co. Other officers are Velma G. Hesselbart, vp, and Robert T. Mitten, secretary-treasurer. Mrs. Hesselbart and Mr. Mitten are also partners in Hesselbart & Mitten Advertising, Akron.

Merchandising to Shift Offices

Merchandising Advertisers, Chicago, is planning to move into its new building at 410 E. Northwest Hwy., Mt. Prospect, Ill., about Sept. 1. In line with the expansion program, Allen Wilson, former vp of Burgess-Manning Co., has joined the agency.

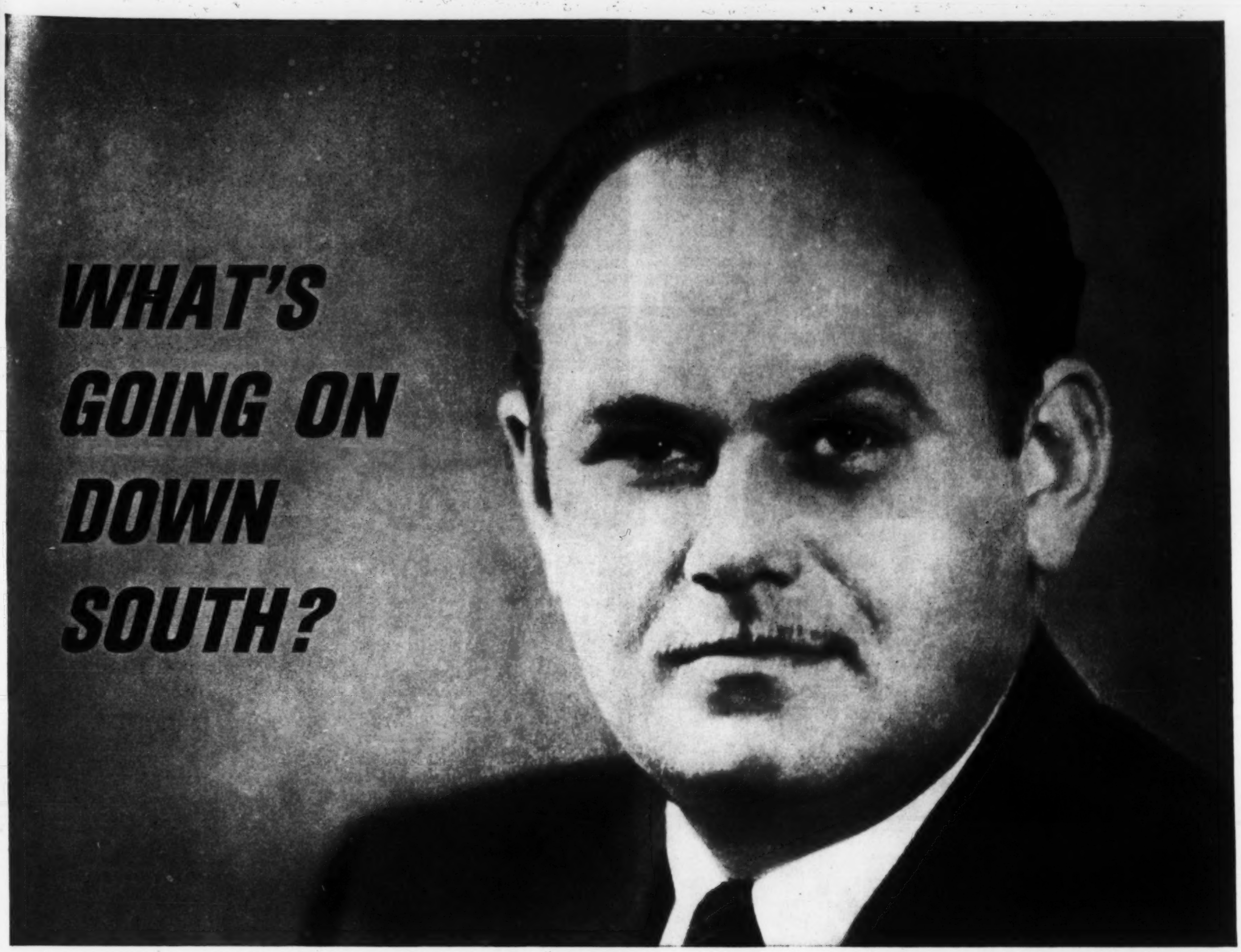
Dean Moves to Detroit

L. E. (Lou) Dean, vp and account supervisor on General Motors Corp. at D. P. Brother & Co., New York, will move to the agency's Detroit office about Sept. 1.

Esty Names Carter, Devor VPs

William Esty Co., New York, has appointed Donald Carter, account executive, and Donald S. Devor, music director in the tv commercial department, vps.

WHAT'S GOING ON DOWN SOUTH?



Farm tractors are UP more than a million!

> **"The South** *is a huge, fast-growing market for Case tractors, especially for the new small, low-cost diesel tractors we will introduce next year. In our opinion, The Progressive Farmer has been closely identified with the tremendous upsurge of farm mechanization in the South. Recently, we have accelerated Case advertising in the South by placing 60 four-color pages in The Progressive Farmer in the last 18 months. Reports from our entire dealer and sales organization indicate very tangible results in increased store traffic and interest in Case tractors and equipment!"*
>
> **M. B. Rojtman,** *President*
> *J. I. Case Company*

Tractor manufacturers are investing more advertising dollars in The Progressive Farmer than in any other farm magazine . . . and the South is buying farm tractors at a rapid rate. Southern farmers now own over a million more tractors than they owned 20 years ago.

With Southern farm income at an all-time high—topping $10 BILLON in 1958—the *rural* South today is a land of power and plenty, a vast and growing market for tractors, trucks, automobiles, machinery . . . all kinds of farm and home equipment and consumer goods!

Isn't *this* the kind of marketplace you want for your product? Let The Progressive Farmer put you there . . . right in the homes of 1,400,000 prosperous subscriber-families. No other single advertising medium can match the sales influence of The Progressive Farmer in the *rural* South!

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Sell the *__Inner__* *__Circle__* *and you've sold the*
Conservative Protestant Church Market

96% of "Christian Life" Voluntary PAID readers (66,200) are key people with buying power and who are responsible for church operation and management. Here is a growing market for hundreds of products, . . . musical instruments, building products, cleaning and maintenance supplies, chairs and tables, books and films, loud speaker systems, etc. In nine months, 1,559 requests received for "Christian Life" Church Building Packet . . . 137 plans sold . . . 91 churches completed so far. Investigate this growing market. Write for factual brochure.

PASTORS · COMMITTEES · SPECIAL · BOARDS · CHURCH

Over 140,000 Conservative Protestant Churches

A $2 billion Market

Christian Life

The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

Barter Agency Formed by Ex-Regal Executives

An agency dealing exclusively in radio and television, Media Services Advertising Agency, 655 Madison Ave., New York, has been formed by Stanley Grayson, exec vp, and Allen C. Kaye-Martin, vp in charge of sales. Both men were formerly with Regal Advertising Associates Corp.; Mr. Grayson as a partner and director of station relations and Mr. Kaye-Martin as an account executive.

The new agency will make available to tv stations feature films and half-hour shows in exchange for air time. This time will then be sold to the agency's clients. Promotion and prize merchandise also will be made available to stations on a similar basis.

Mart Promotes Whiting

Gen. Lawrence H. Whiting, president of the American Furniture Mart, Chicago, was promoted to vice-chairman of the board, and his brother, Frank S. Whiting, vp, was named to succeed him as president.

'Free Press' Zones Editions

Zoned circulation editions now will be available to retail advertisers in a Detroit Sunday newspaper. The *Detroit Free Press* will offer smaller merchants a choice of three zones, effective Aug. 30

Budd Co. Promotes Collins

James C. Collins, for the past year supervisor in the marketing department of Budd Co., Philadelphia, has been named market research manager.

SOMETHING MISSING

. . . LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying power of more than $3 billion
- ✓ Value of farm products exceeds 44 of 50 states
- ✓ Not covered by San Francisco or Los Angeles newspapers

Like a thriving state in itself is California's inland valley, a rich area completely apart from the seaside. To get a newspaper message into this market you need the Bees . . . the newspapers that go home.

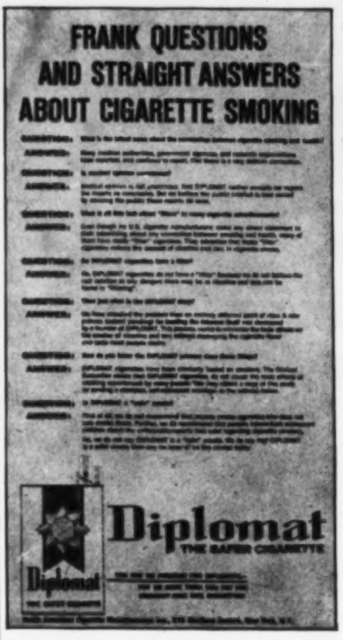
Data source: Sales Management's 1959 Survey of Buying Power

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE



FRANK QUESTIONS AND STRAIGHT ANSWERS ABOUT CIGARETTE SMOKING

Diplomat

THE SAFER CIGARETTE

NEW MARKET—*Diplomat cigarets, the so-called safer cigaret, bows in Pennsylvania with newspaper ads like this. The brand was introduced last fall. It had difficulty getting into some newspapers because of its ad claims (AA, Oct. 27, '58).*

Docs—Older Ones at Least—Like Mail Ads, Study Shows

CLIFTON, N. J., July 21—In the past few years there has been a considerable amount of talk about the heavy volume of direct mail directed to physicians by pharmaceutical companies.

Fisher-Stevens, a direct mail house here, now comes up with evidence that the doctors just love it.

As proof, it cites a survey it made of 1,000 physicians—half of them age 65 years old and half 64.

Fisher-Stevens points out that most pharmaceutical companies drop physicians who are 65 and older from the bulk of their active mailing lists, on the theory that a 65-year-old doctor is either retired or getting ready to retire.

Fisher-Stevens asked the doctors what they thought of this practice.

■ "The idea appalled most physicians in the survey," it reports. "Some said they were confirmed rock-and-rollers." Others replied that at 65 they were handling bigger practices than they ever had, and demanded that they continue receiving "information from the laboratories through the medium of direct mail advertising."

Of the 600 replies received, 520 urged that the mailings be continued "for many years to come." Only 59 said they thought it was a good idea for the advertisers to drop them from the lists. #

Nuspliger Joins Thermit

E. S. Nuspliger Jr., vp and account group manager of G. M. Basford Co., New York, has resigned to become director of advertising and publicity of Metal & Thermit Corp., New York, producer of organic coatings, metallic chemicals, welding equipment. It is a new position. J. A. Williams, advertising manager, continues in that position, and will report to Mr. Nuspliger.

Transcontinent Splits Stock

Transcontinent Television Corp., Buffalo, N.Y., has recommended to stockholders a two for one split of present shares and an increase of 500,000 in the number of shares, which would increase the total to 1,520,000 shares. Transcontinent owns six tv and three radio stations, valued at $30,000,000.

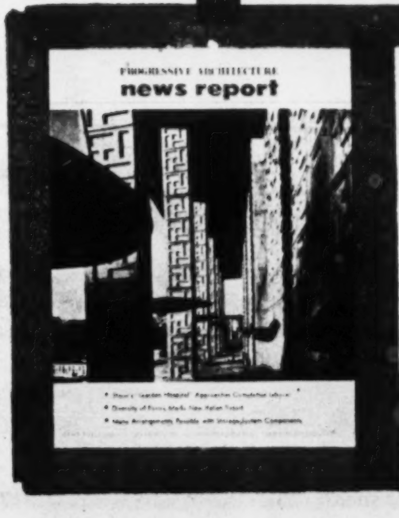
PROGRESSIVE ARCHITECTURE
news report
PROGRESSIVE ARCHITECTURE
news report

PROGRESSIVE ARCHITECTURE
news report

P/A News Report...

PROGRESSIVE ARCHITECTURE
news report
PROGRESSIVE ARCHITECTURE
news report

PROGRESSIVE ARCHITECTURE
news report


PROGRESSIVE ARCHITECTURE
news report

lively
"first"
for the field...

proof of P/A's EDITORIAL INITIATIVE

Since its introduction in January, P/A NEWS REPORT has proved itself the liveliest reader attraction in architectural publishing.

There's nothing else like it—it's the only comprehensive news and product review of the field—edited crisply and with discrimination, for 55,000 time-pressed readers. Dual distribution* takes it to every U. S. Registered Architect, 10,000 engineers, 10,000 designers and draftsmen.

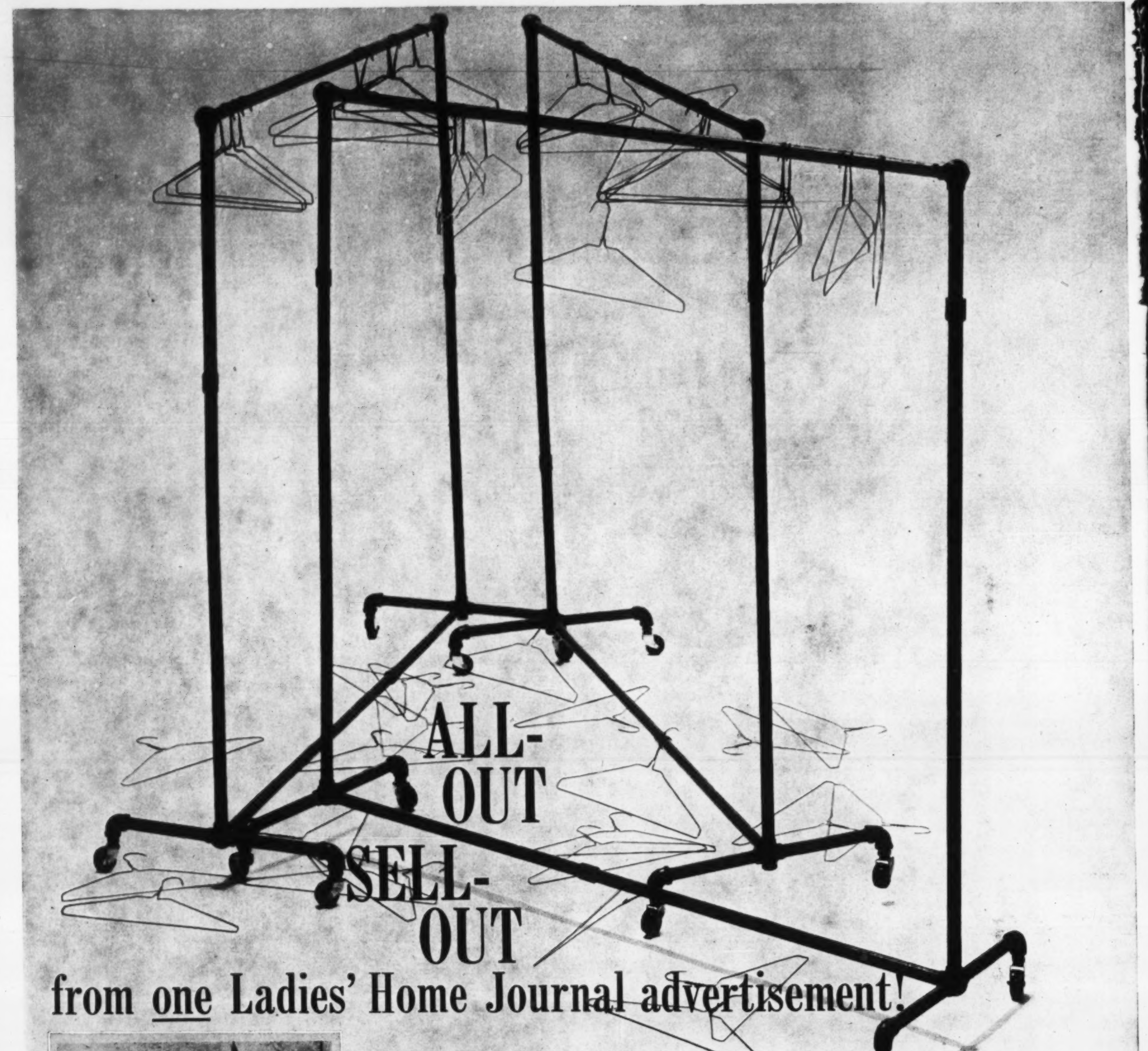
That's the largest audience of architectural specifiers ever assembled by a single medium—and these readers love it. Scores of letters to the editor say it clearly; over 18,000 inquiries per month demonstrate extraordinary usership.

Initiative is the word that describes PROGRESSIVE ARCHITECTURE's habit of breaking the ground, with new and expanded features in architectural publishing. Like previous "firsts" and "exclusives," NEWS REPORT is the result of constant research to determine all the needs of the architectural profession—the only audience P/A serves. That's why it serves it best. That's why . . . **P/A means Productive Advertising!**

Reinhold

PROGRESSIVE ARCHITECTURE
430 Park Avenue, New York 22, N. Y.

*(Dual distribution: NEWS REPORT goes to the world's largest paid architectural audience, as an upfront section of the magazine . . . by itself, in over-run mailing, to added thousands of selected architects and engineers.)



ALL-OUT SELL-OUT

from one Ladies' Home Journal advertisement!

Macy's
EVERGLAZE

How Bancroft's color page in May issue turned play-clothes into pay-clothes for 32 top department stores!

Joseph Bancroft Sons & Company put one advertisement featuring "Everglaze Minicare" fabric in *one* issue of *one* medium – the No. 1 magazine for women, Ladies' Home Journal. That's all! And women cleared the racks of "America's First Family of Fabrics" – "Everglaze" easy-care cotton!

Every participating store had to reorder... some twice and some *six* times . . . and one reordered twice a week for 8 weeks!

This is just one example of Journal selling power. Every day, Journal advertisers *in every category* feel the force of Journalpower.

Reason? About half the women who shop in retail stores read and *believe in* the Journal. You just aren't giving your product a fair shake till you put women's No. 1 magazine at the *top* of your media list!

Never underestimate the power of the No. 1 magazine for women...

No. 1 in circulation · No. 1 in newsstand sales · No. 1 in advertising

Ladies' Home JOURNAL

A CURTIS PUBLICATION

Feature Section

Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Woolf Urges Use of Maker's Name

What Do Agencies Do in TV?

Groesbeck: Are Agency Nets Useful?

C.M. Praises a New Series

Tyler Picks Ten for June . . .

Judged By Our Deeds: Let's Improve the Advertising Product

By William D. Tyler

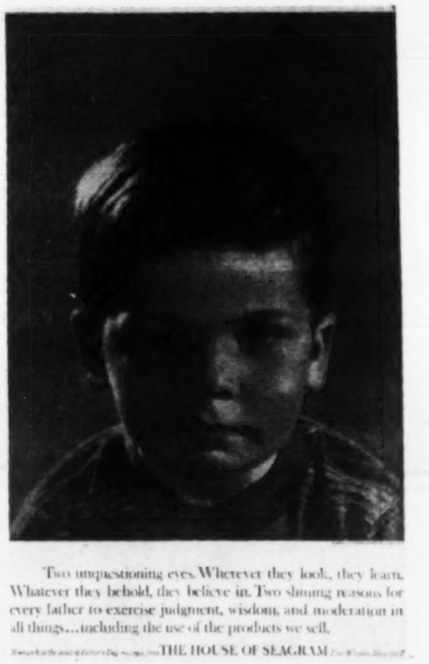
We in advertising are like small boys in our eagerness to be well liked. Now that we have a somewhat tarnished image in certain quarters, we are leaping to our defense. We think that if we can only get people to realize that we are loyal, reverent, trustworthy and clean-living, all will be solved. But this ignores the law that says you will be judged by your deeds, not by what you profess.

William D. Tyler

Our deeds are advertising itself, and our quickest way home to popularity and respectability is to improve our *product*. As we demonstrate greater integrity through increased effectiveness and purpose in what we do, the same image will rub off on us. Every limp and purposeless advertisement helps pave the way for the publicizing of admen as loose-living parasites.

House of Seagram

Maybe the best ad of the month was the latest in a venerable series of public relations ads devoted to temperance by Seagram. This is one of the all-time greats. You can read the copy—and should. The illustration speaks for itself. Former by Warwick & Legler's Robert Edens Jr., layout by Edward Cottingham. Trouble with this ad is, it's a little *too* good. Could conceivably put a crimp in holiday booze sales. Interesting speculation.

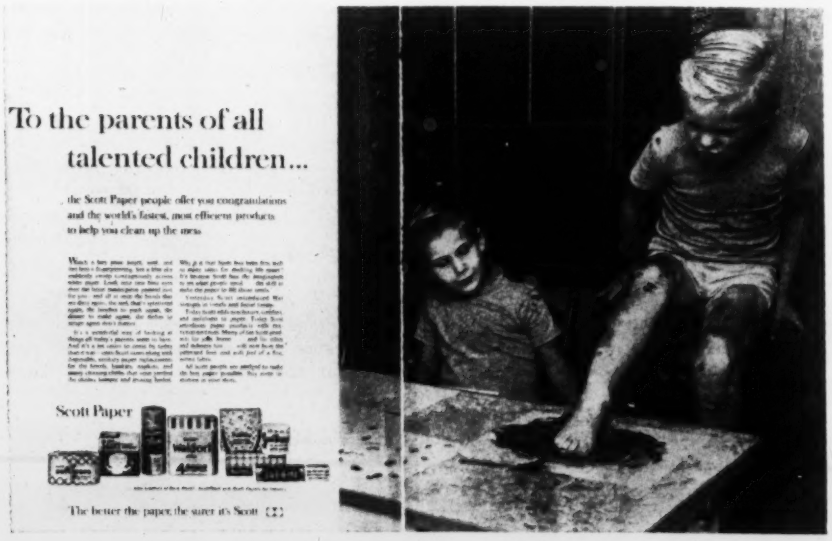


Two unquestioning eyes. Wherever they look, they learn. Whatever they behold, they believe in. Two shining reasons for every father to exercise judgment, wisdom, and moderation in all things...including the use of the products we sell.

THE HOUSE OF SEAGRAM

Scott Paper

How would you go about solving the assignment of producing an institutional series for the Scott Paper people? My first reaction, I think, would be to step quietly outside and throw up. Not Thompson copywriter Helen Klintrup, who came up with the headline and subhead for Fred Kittel's layout shown here. I think they did a brilliant job. Taking as their subject the world of ways that kids can mess up a joint, they make the Scott Paper role (no pun) in life seem somehow important and lovable.



To the parents of all talented children...

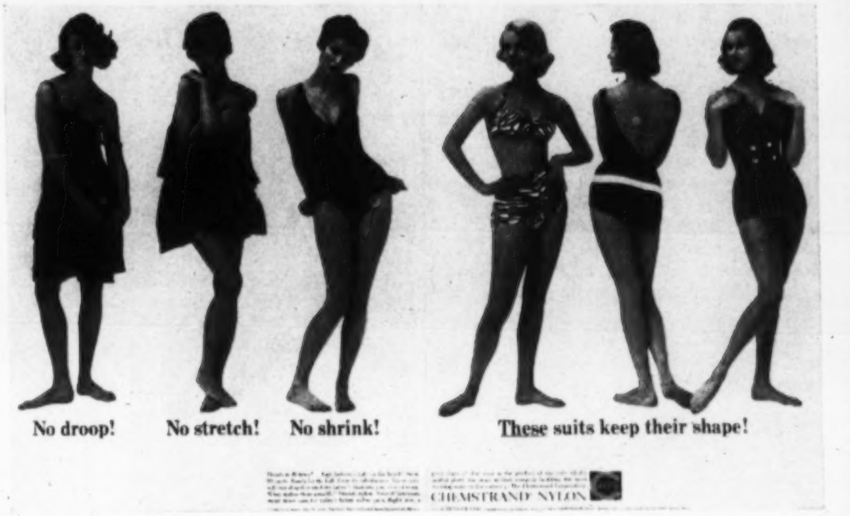
the Scott Paper people offer you congratulations and the world's fastest, most efficient products to help you clean up the mess

Scott Paper

The better the paper, the surer it's Scott

Chemstrand Nylon

Women are not notorious for enjoying a hearty laugh at themselves, but Chemstrand has had success in finding out a way of kidding them and making them like it. An outstanding example is the spread shown here illustrating the bathing suit ills this nylon beautifully avoids. Great taste in humor shown in the selection of photos by Bill Taubin of Doyle Dane Bernbach. The contrast makes the fashion photos seem even more so. Copywriter is Judy Protas, and the photographer was Wingate Paine.



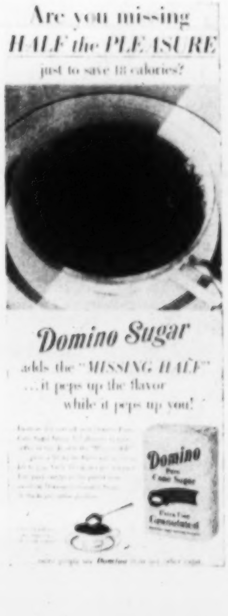
No droop! No stretch! No shrink!

These suits keep their shape!

CHEMSTRAND NYLON

Domino Sugar

A brand of sugar is far from the easiest product to advertise. First, because it has no competitive advantages. Second, because the product itself is the heavy villain in today's dieting age. But Stewart Brown's copy group at Ted Bates has found an ingenious way out for Domino in the new campaign which spins off the Sugar Bureau's theme of, "Only 18 calories in a teaspoonful." This one is beamed sharply at the synthetic sweeteners: "Are you missing half the pleasure just to save 18 calories?" Not so successful is the art device of showing a shadow across half the cup of coffee to illustrate, I suppose, the pleasure you're missing half of. Nevertheless, this is purposeful, not "limp, meaningless" advertising for a category that can use plenty of the former.



Are you missing HALF the PLEASURE just to save 18 calories?

Domino Sugar adds the "MISSING HALF" ...it peps up the flavor while it peps up you!

Prudential Insurance

The advertising with the greatest charm is the campaign for Prudential Insurance, an example of which is shown. In case you can't read the dialog between father and daughter, it goes: "Guess who, Daddy?" " . . . *Snow White?*" "No!" *"Alice in Wonderland?"* "Oh, Daddy!" *"Could it be my prettiest, only daughter?"* "Yes, but what's my name?" " . . . *Susie?*" "You peeked!" Product copy follows, for which a friendly acceptance has already been established. Herman Raucher of Reach, McClinton, a man who evidently is the parent of a small daughter, writes these gems. Marce Mayhew is the art director.

Campbell Soup

Campbell has tried to rid itself of an undeserved reputation for cheap but filling nourishment through a so-called "quality" campaign in magazines. Possibly one of the most effective ads in this series is the one that tells the story of how the company gets recipes by traveling "flavor scouts" through the finest restaurants in Europe. In Ella Jayne Buckman's good copy, "These men have traveled more than 40,000 miles and have cut a delicious path through 10 European countries in the last two years alone." This ad does more than *claim* quality, it documents it. Idea was Leo Burnett's Leo Higdon's, and Howard Anderson made the layout.

Renault Cars

Renault advertising is an interesting example of image-building in a field where there has not been enough of this. Too much automotive advertising is interchangeable and fails to leave a distinctive feeling about the individual make. Renault, on the other hand, goes all out to make the car seem gay, youthful, and smart. The tongue-in-cheek use of French translations in the copy, as well as the high-fashion art treatment, contribute to this image. Copy by Needham, Louis & Brorby's George Soter, and art direction by Edson Newquist.

Fiat Dealers

Foreign-car economy claims are wearing a little threadbare, so expected have they become in advertising. That's why I like the Fiat dealer ad that uses more than a little imagination and whimsey to revive interest in its mpg story. Dayton Ball's headline reads, "You can drive a Fiat to Europe for $25.11 the day they finish the bridge," a somewhat unexpected way, you will agree, of saying 42 miles per gallon. Warwick & Legler's Les Siivas and James Roth made the layout.

DRIVE DAUNTLESSLY DOWN TO SALTY NEWPORT...
Alcoa Aluminum ... for lasting Gleam and Go!

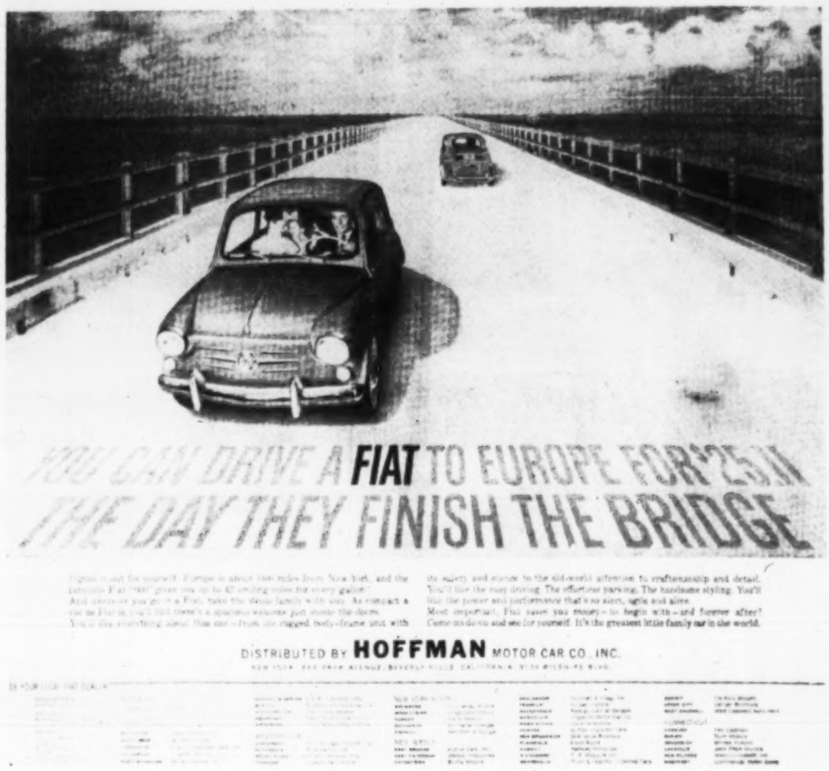
"To make the best, begin with the best—then cook with extra care."
Campbell Flavor Scouts sample their way through Europe

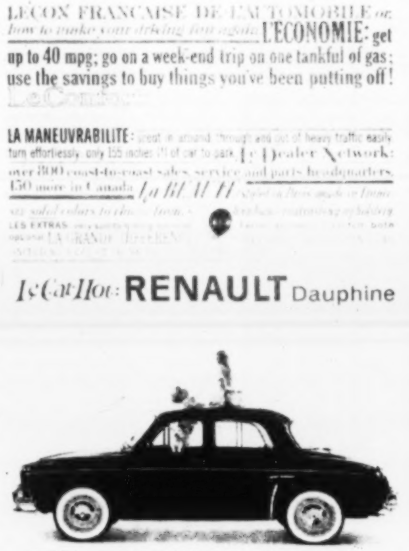
Aluminum Company

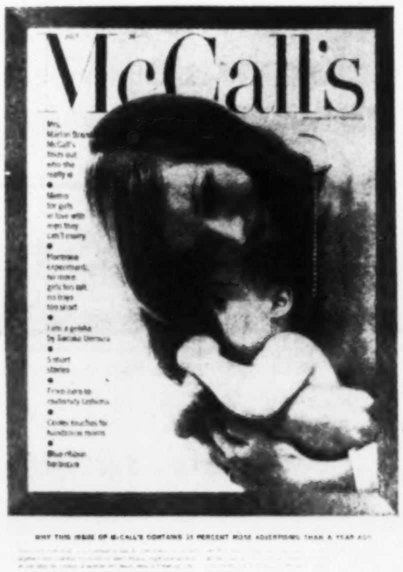
If you were assigned to create interest (1) among *New Yorker* readers; (2) in the fact that aluminum car grilles are rust-proof, you could hardly do better than Fuller & Smith & Ross' John Eckels has done with headlines like "Drive dauntlessly to salty Newport" featuring fantastically snooty models looking dauntless as all get-out alongside their equally dauntlessly grilled car. Layouts by Sy Lachuisa, and photographs by William Hellburn.

McCall's Magazine

For an advertisement designed to impress advertisers with the current vitality of *McCall's* editorial content, Donahue & Coe had the humility to recognize that the magazine cover held more convincing copy than a copywriter could possibly dream up. Read the first four blurbs in the column of type down the left-hand side of the cover, and see if you don't agree they made a wise decision. These, incidentally, were written by *McCall's* Herb Mayes, a writer with no little understanding of how to interest people. #


YOU CAN DRIVE A FIAT TO EUROPE FOR $25.11 THE DAY THEY FINISH THE BRIDGE
DISTRIBUTED BY HOFFMAN MOTOR CAR CO., INC.


LEÇON FRANÇAISE DE L'AUTOMOBILE or: how to make your driving fun again
L'ECONOMIE: get up to 40 mpg; go on a week-end trip on one tankful of gas; use the savings to buy things you've been putting off!
LA MANEUVRABILITE
Le Dealer Network: over 800 coast-to-coast sales, service and parts headquarters. 150 more in Canada
LES EXTRAS
LA GRANDE DIFFERENCE
Le Car Hot: RENAULT Dauphine


McCall's
WHY THIS ISSUE OF McCALL'S CONTAINS 21 PERCENT MORE ADVERTISING THAN A YEAR AGO

Looking at Radio and Television . . .

Hey, Tell Me—What Do Agencies Do in Television?

By the Eye and Ear Man

New York has been watching the spectacle of a couple of FCC lawyers trying to find out the ad agency's role in tv programming. Even advertising agency management has asked the question of its television department, "Now just what is it you do?," only to smile sadly upon receiving the answer and back away as baffled as ever.

The mysterious island in agency activity exists because it is an inexact science, which is built on aptitude plus training in a field where it is impossible to be completely correct. True, the audience rating systems and box office results are a guide post to the accuracy of the selector, but even there many variables cloud the conclusion.

■ Out of the testimony of agency executives has come some enlightening factors, which indicate that the television business is not easy to understand and that remedial legislation cannot correct a business that has evolved from a generation of experience.

Fact 1—*Television is a mass medium.* Over and over again this fact, which was known for a long time to all but the naive and wishful, was pounded home. The medium is priced to reach everybody. The advertiser must reach everybody to get his money's worth.

So long as manufacturers who advertise are responsible to stockholders, they must reach maximum audience with effective commercials, and not offend anyone who may take out his resentment by not buying the product advertised.

There is virtually no chance that an advertiser who is required to make contact with everyone competitively will sponsor a so-called cultural program which is candidly designed for thinking people and can reach but a fraction of the masses.

Fact 2—*Networks have almost complete program control.*

The networks do not necessarily produce the shows, but they control them by obtaining the air rights.

It is common practice for a network to invest in a pilot film, brought in by a packager, own at least 50% of the net profit from that film, program it in a given time period and unless there is absolute buyer resistance, make it stick.

The practice of a network's programming the entire bulk of the evening and daytime is becoming more pronounced since the hour shows have proved to have remarkable strength, and few advertisers can afford more than a fraction of these behemoths. In the daytime there is an increasing lack of agency control over programs, since the breakdown of the price structure to allow participation over multiple programs on multiple days of the week without loss of discounts.

■ No one necessarily liked the idea of the networks' assuming more control of programming, but no one had a better idea. The industry doesn't want more government supervision. The local station can't carry the responsibility.

Fact 3—*Networks pay a lot of attention to agency comment.*

At the present time the agencies' television departments exercise great influence on what is made before the act of making a pilot. They also have the final power to place an order which ultimately determines whether a network choice will or will not be programmed. But producers insist that the influence of the agency tv man on a script on a day-to-day basis is negligible. In some cases the "agency producer" rarely appears in the studio and if he does he only makes general remarks to the producer. The reason for this is simply that only one man can produce a show. The smart agency man delegates this responsibility and leaves the producer alone. If the producer doesn't work out, he is fired.

■ A mysterious factor in all this investigation that puzzles some people is that no one in all these words has described what this mysterious programming called "better programs" is going to be and

Gimmick or Godsend?

Meet Unitube — a device for making joints in concrete pavement that may replace all conventional methods of doing this job. A product of the Middlestadt Engineering, Inc. of Baltimore, Unitube was practically introduced to the construction industry through Engineering News-Record this spring. And what a reception it got!

¶ The day after the magazine was mailed, one of the biggest construction firms in America requested a vice president of Middlestadt to fly to Wisconsin for consultation on a major airport job.

¶ That same day a Louisiana contractor wired for an immediate estimate for using Unitube on a section of interstate highway.

¶ Letters, telegrams and phone calls were received from the Corps of Engineers, a huge Ohio roadbuilding firm, the U.S. Naval Air Station in California, the engineering department of a major chemical company, a major aircraft manufacturer, the Chicago department of parks, General Motors, the California Highway Department, consulting engineers in Puerto Rico and New Zealand, an equipment distributor in Ontario, the U.S. Department of Interior and over 150 other important prospects.

Will Unitube eventually become the standard method of making joints in concrete pavement? Only time will tell.

But there's no question about the power of Engineering News-Record to put a product in contact with practically every important building and construction man in this country and in most of the world. EN-R's quarter of a million readers are the largest, most powerful audience of construction men ever assembled by a magazine.

You sell the men who build America through

ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

how it is going to be mass-produced. The very definition of better programming means that it can only occur rarely. If it's a lot of talk and no action, both the intellectual and the common man will be lost shortly.

The conclusion to all this is probably to acknowledge that everyone is for making educational programs available to thinking people, but not at any cost to the advertisers who cannot afford to be altruistic. #

Salesense in Advertising . . .

Maker's Name Creates Confidence

By James D. Woolf
Creative Consultant

It has always been my belief that advertisers should make it easy for consumers to know the manufacturers of the things they buy. My opinion seems to be a minority one. It is astonishing to note how many manufacturers, many of them firms of great prestige, do *not* identify themselves as the makers of the branded things they advertise.

James D. Woolf

In the June 8 issue of *Life* I find more than 35 advertisers who fail clearly to identify themselves. In some cases the name of the firm is revealed in a trademark caption, but the address is not given. Among those products that are not identified by firm name are the following: Schick safety razor, Chrysler cars, Argus camera, Northern tissue, DC-8 Jetliners, Motorola pocket radios, Arrow shirts, Bulova diamond watches, Johnson & Johnson first aids, Simoniz vinyl floor wax, Dristan Decongestant tablets, Mennen Baby Magic. I didn't bother to make an exact tabulation, but I would estimate that at least 80% of the ads in this issue either carried a firm name *without address* or no firm name at all.

It appears to me that there is a distinct advantage in identifying a product and its trademark with the manufacturer that makes and sells it. A properly signed ad creates consumer confidence and helps achieve credibility. In effect it says: "Look! The name of our company is such-and-such and our address is so-and-so. We are proud of our product and guarantee your satisfaction or your money back. We'll be delighted to hear from you at any time." Bear in mind that trademarks and design features are not necessarily company names or identifiers of the maker and guarantor of the product.

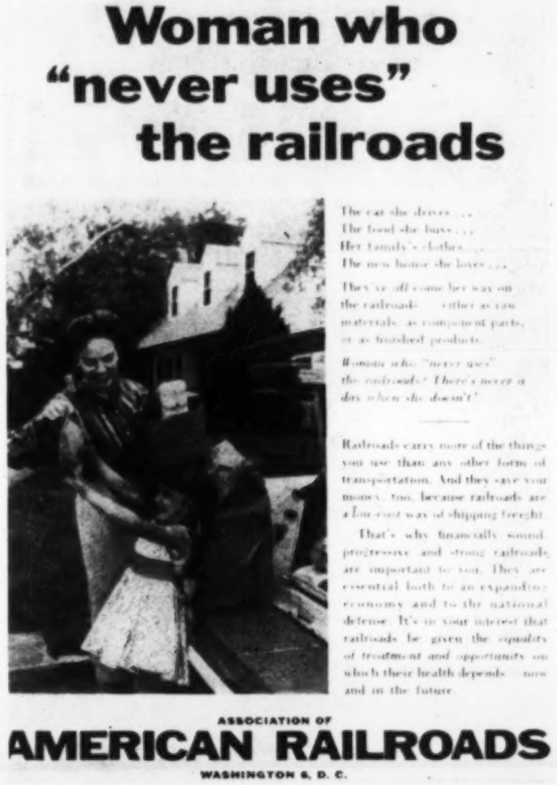
■ There are some advertisers and admen who assert they have little faith in money-back guarantees. They argue that guarantees have become such a hackneyed and commonplace gimmick that the consumer is no longer impressed and persuaded by them. This has not been my personal experience. In carefully conducted mail order tests I have found that guarantees increase returns by a quite substantial margin. #

• • •

Mr. Woolf's articles are available in a handsomely-bound 383-*page book for permanent reference. Price* $5.95. *Write Advertising publications,* 200 *E. Illinois St., Chicago* 11, *Ill., for "Salesense in Advertising," available on five days' approval.*

The Creative Man's Corner . . .

'They've All Come Her Way on the Railroads'



Woman who "never uses" the railroads

The car she drives . . .
The food she buys . . .
Her family's clothes . . .
The new house she loves . . .

They've *all* come her way on the railroads — either as raw materials, as component parts, or as finished products.

Woman who "never uses" the railroads? There's never a day when she doesn't!

Railroads carry more of the things you use than any other form of transportation. And they save you money, too, because railroads are a low-cost way of shipping freight.

That's why financially sound, progressive and strong railroads are important to you. They are essential both to an expanding economy and to the national defense. It's in your interest that railroads be given the *equality of treatment and opportunity* on which their health depends — now and in the future.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.

The Assn. of American Railroads has begun publication of a curious new series of advertising messages calling attention to people who proclaim they "never use the railroads." The copy then proceeds to explain that, even though they may be aloft in a plane, their flight, the very meal they are enjoying would not be possible without the freight-carrying service of the railroads.

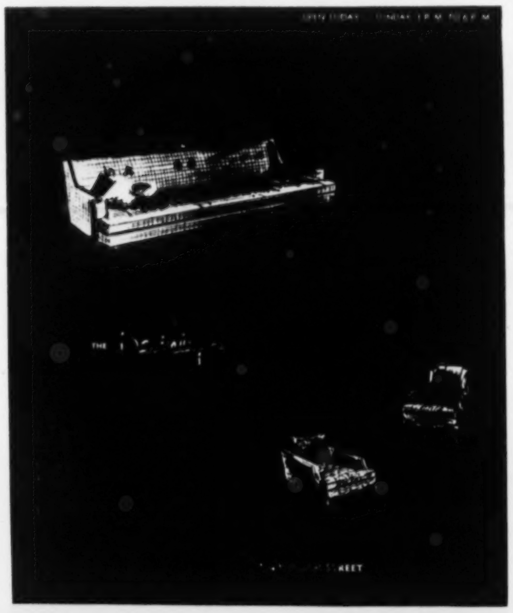
We find the series curious for a number of reasons. First, it reveals a remarkably candid admission on the part of the railroads that the custom has become widely popular to boast that one never uses the railroads. Second, the railroads, which once fought the trucks bitterly, are now to a certain extent using a theme the American Trucking Assn. was using only a few years ago, based on the claim that "if you got it, a truck brought it."

Third, the campaign, emphasizing as it does the role of the railroads as a freight carrier, could very readily stimulate speculation that the roads have decided to condition the public to think of them primarily as a means of commodity transportation, a strategy leading to ultimate abandonment by the railroads of passenger transportation.

Whatever its underlying purpose, the campaign, we believe, is shrewd, establishes immediate reader-identification and gets across emphatically and convincingly its major thesis. #

Learning from the Retail Ads . . .

The 'We Don't Think Ads Can Sell Anything' Ad



By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This full-page roto magazine ad ran in a metropolitan paper almost under the sophisticated shadows of New York's skyscrapers. If just a little advertising know-how had dictated its preparation it would have been worth at least five or ten times as much to the store as it is here. It would have been worth far more to the newspaper, for it would have kept the advertiser sold on advertising. It would have been worth much more to the community, for it would have served women, and contributed to the economic well being of the city.

■ The copy you cannot read in the fine type says simply: "Custom crafted in ——— workrooms in your choice of fine imported or domestic fabrics with down or foam rubber cushions. Frame is offered in choice of hand rubbed finishes, pieces completely muslin interlined." That's all. Incidentally, it was very difficult to read even in the full page size.

The copy you do *not* read here, but that is implied by the ad, is about as follows:

> "Madam, we ran this ad to get your attention. But there is nothing we have to say to you except we have three pieces of furniture. If you care to know very little about it, try to decipher the few words of fine type at lower left. To make it hard to read we have used very small type. To make it still harder we print it on a dark grey background. If you want to know any more, come in and if we aren't too busy we'll tell you more. We are in the furniture business but we really couldn't care less whether we serve you or not. We expect your demand for furniture to overcome our indolence, ineptitude, and indifference.
>
> "If you care anything about price and your eyes are 20/20, you'll be able to read the prices at lower right. Although our ad doesn't invite you in, we can't keep you out if you have to have furniture such as you may believe these pieces to be."

■ Much has been printed recently about advertising courses in universities. Many stuffy advertising executives say advertising cannot be learned in schools. I know some professors of advertising who could teach many ad creators (including professionals) enough advertising in two hours to prevent such pitiable ads as this.

I have *often* been told, after a one-day clinic, that an auditor has learned more in the one day than in 5 or 10 years of

What does Good Housekeeping do better than any other medium?

...better than radio, television, newspapers, billboards or any other magazine?

It shortens the time and reduces the cost of marketing a product

Why is it that advertising in Good Housekeeping "gets a product off the ground" so much faster and cheaper?

It's because the knowledge that goes with page-exposure or commercial exposure is multiplied by the *believability* of the Good Housekeeping Guaranty Seal.

You *pay* for the 12,350,000 regular readers of the magazine. But you can also *influence* 40,930,000 women* through the Seal.

Especially is this Seal respected by younger people. Families not yet set in their ways and not so sure of their knowledge and judgment of values. The Good Housekeeping Seal is a young homemaker's confidence builder. It can and does sway her choice.

There's nothing strange about this, either. For this Seal has had more advertising, more promotion, more exposure than the vast majority of products. Considerably more. Not just in Good Housekeeping, but as a reliable endorsement on millions of packages and products, in the advertising of these products, and in countless displays of retailers.

And this has been going on for generations.

Not all products can be advertised in Good Housekeeping. Every year we regretfully decline hundreds of thousands of dollars of advertising revenue because products or advertising claims don't quite meet the Good Housekeeping Institute requirements.

But for those that qualify, the Seal provides a great and unique selling tool.

Even the longest established brand benefits from the added prestige of the Seal—especially with the annual crop of new consumers who must be cultivated as they come along.

As for the new product! The new development! The new company! There is nothing to compare with Good Housekeeping for shortening the time and reducing the cost of successful marketing.

WHAT'S YOUR MARKETING PROBLEM?

. . . new product in an established line?

. . . new company out to build a brand?

. . . new improvement in an established product?

. . . drive on younger market of new homemakers?

. . . building increased demand for established brands?

In every situation, Good Housekeeping shortens the time, reduces the cost of marketing!

REPLACEMENT OR ★ REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping
Ingrid
Berg

P.S. Largest July Issue Ever!

*Crossley, S-D Surveys, Inc.

actual experience among professional advertising people.

Many of the weak national—as well as retail—ads we see are created by persons of long advertising experience. Many people who can create *excellent* ads don't know how they achieve their intuitive results (which are often inconsistent) and couldn't begin to teach others how to create good ads.

If men and women (of any age) are to learn how to create advertising that is worth running, they must bolster experience with an academic approach. It might as well be in a university as anywhere else. There isn't the slightest question but that the intelligent ad aspirant *can* learn to create good advertising from an *excellent* instructor, in a school, or on the job. Experience can consolidate and ripen the learning, of course, under some circumstances. Too often, the man or woman in advertising with 10 or 15 years' experience has had, actually only one year's experience repeated 15 times. No aspirant learns much from work with such people.

The academic approach may make an eclectic out of what would otherwise be only an empiricist or pragmatist. That would be a worth while gain. #

The Peeled Eye Department . . .

Found—a Thinking Woman's Dentifrice

By Dick Neff

For Wisdom Teeth, We Presume?

If you think advertising these days doesn't have the bazazz it used to have, stop weeping. We've found—or rather Hy Schneider of Lennen & Newell Inc., has found—something to wipe those nostalgic tears from your eyes.

Dick Neff

Just look at this high-class type kid in "the world's most expensive gown" from an ad in *Harper's Magazine* in 1931, of all years. It genteelly blows the oboe for Pebeco, "the most expensive toothpaste in the world to make."

Says Hy, "I selected it, originally, because it looked like the world's worst ad based on snob appeal. Obviously, Lehn & Fink were right; Pebeco wasn't for the masses.

"Now the ad proves to be of particular interest because this product was advertised as the toothpaste for thinking people. The fact that Pebeco is no longer around, and that Viceroy has enjoyed some sort of sales boost with an appeal to people who think for themselves, leads to several unanswered questions. Weren't there enough thinking people around in 1931? Do thinking people brush their teeth? Did thinking people consider themselves part of the masses and therefore felt that the product was, in the last analysis, not for them? What will happen when the Viceroy thinkers really start thinking for themselves?

"Take what you will from this—the snobbery, the slogan, the flat statement that this product is not designed to taste good and that, like another cigaret commercial, 'it's what is in the toothpaste that counts' . . ."

Now just look how we've improved in snob appeal. Note the well-groomed syntax by Mark, Fore & Strike, in this terribly refined *New Yorker* ad:

"Marvelous life: beach from 10 to 4, easthampton, mercedes convertibles, the cape, madras-this and batik-that, bayhead, the two-station wagon family. Who are we? Sort of the general store for the Sun-Tan set. We've seven stores at as many sun-spots. Our part in the fun, supplying everything the above family in madras needs for sporting, spectating, slurping or sunning. No cocktail clothes (*we* party in linen or madras). A store that is either terribly right for you . . . or terribly wrong. Drive over!"

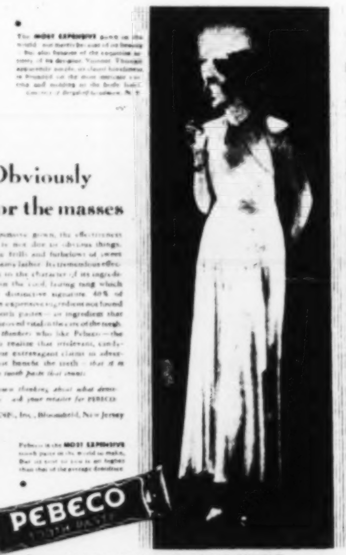
Thanks a lot, fellows, but *we* party and slurp in a brown derby, Art Carney style underwear and vest, basketball shoes, and green spats, so we're probably terribly wrong for each other.

• • •

Another note from Hy Schneider contains this intelligence:

"R. Journet & Co. Ltd. of London, has just introduced a series of portable puzzles. I thought you might be interested in the blurb that appears on the back of each of the puzzles.

" 'Popular portable puzzles proving positively perplexing and perpetually pleasing posers presenting persistently provoking problems providing profuse pleasure, and producing a palliative or placid panacea to people possessing a propensity for persistence, patience, perspicacity and painstaking propensities'."



Cutting Them Down to Size

Gil Collins, a freelance copywriter whose small, foxy ears collect well-turned phrases as readily as his king-size mind creates them, passes along this comment made by a friend about a business associate of the latter's:

"What's he like? Oh, he's just a tall man with no stature."

Which reminds us of a remark another pretty good freelance writer, named Winston Churchill, made about Clement Atlee.

A fellow statesman, fumbling for kind things to say about Atlee, had remarked to Churchill: "You must admit he's a very modest man."

Churchill fixed him with a baleful eye and replied: "He has much to be modest *about*."

Brave New Products Department

Venturing into New York's Advertising Club, recently, to help judge a contest by the Insurance Advertising Conference, we eavesdropped briefly on a speech by Gene Flack, new president of the club. He was briefing his audience on a new kind of hair tonic. It's a low-calorie hair tonic—for fatheads. #

Wizard of Oz a 'Fake' . . .

Bedtime Story Moral: Radio Programming Needs More Brains, Heart, Courage

Broadcaster Grady Edney thinks that radio programming needs improvement in certain specific areas. In a speech at the 24th annual meeting of the Florida Assn. of Broadcasters this summer, he used the favorite bedtime story of one of his children to put his points across. If you're an old Oz fan, or even if you're not, you can't help but get the point(s)—painlessly and emphatically.

By Grady Edney
National Program Director for Radio,
Storer Broadcasting Co., Miami

As the father of a six-year-old daughter, I'm a man very close to fairy tales. One of the rituals of getting my little girl to bed each night is reading a story. If you've been through this, you know that little girls and boys have favorite stories, tales which get more plays than a Lloyd Price record. The consistent number-one item at my house is "The Wizard of Oz." Thank heaven we have a condensed version. I never knew how condensed the Dickens' "Christmas Carol" usually is until I set out one Christmas Eve to read an uncut treatment and ended up with all the kids and my wife sound asleep in the middle of the afternoon!

So several times a month we settle down with Dorothy on the plains of Kansas and go through her wonderful adventures. The more I read this children's classic the more I'm struck by the many similarities of "The Wizard of Oz" and 1959 radio programming.

■ You know the cast of characters. I'd like to run through them as I see them in a modern radio situation. The nicest thing about all this is that you and your station have to decide which "Wizard of Oz" character represents you, leaving me scot free of calling anybody names—directly, that is.

Leaving out the witches, Dorothy first encounters the Scarecrow. This was the fellow who had no brains and, until Dorothy rescued him, was doomed to hanging on a post and watching the world pass him by. I can think of radio stations which are doing the same thing, who apparently believe the FCC has licensed them to bore the public with a program fare which nobody wants, who are content with 1932 facilities and an even older concept of radio programming and service. But that's not the only kind of brainless scarecrow operating today. There's another one who seems to think he has been licensed for nothing more than making a quick buck, using any kind of technique and any kind of advertiser which will accomplish this. Both these operators have sawdust in their heads. It doesn't take the public long to get wise to them.

So what happens next to Dorothy as she goes down the yellow brick road? She runs into the Tin Man. This fellow had a lot of problems but his biggest reason for wanting to go see the Wizard of Oz was to get himself a heart. There are quite a few tin men in radio today. While I applaud all the wonderful technical advances available to today's program man, I sometimes listen to stations and feel like saying, "Don't get carried away, man!"

There are *some* things that can be done on radio without a wild, outer-space sound. Underplay can be very effective by contrast but the tin man of radio says, "Squaresville, Dad. You gotta hit 'em over the head to get their attention!" And he hurries back into his sound lab, eyes glazed, face feverish to give birth to a new skin-crawling intro for the barometric pressure reading.

■ The tin men operate in many other ways and in many capacities. They can be disc jockeys who sit in front of a mike for three hours and never pass one human, intelligent idea on to the listener—chattering inanely through one cliche after another. They're often announcers floundering through news copy they don't understand or murdering a good client's commercial. They can be continuity directors plodding through their day, filling the day book with dog-eared copy that was originally written by the manager when *he* was continuity director. They can be engineers who consider announcers a necessary evil, set on this earth solely to pester engineers by making outlandish requests for equipment that works . . .

Radio can never forget what it is: first *communication* and then it is *show business*. The tin men either never understood this in the first place or they have forgotten it. The people who originally made radio great had one thing in common: tremendous warmth and heart in their approach to the mike. And these qualities indicate to me a tremendous respect for the audience, to the extent that the performer never offers to his listeners anything less than his very best.

■ Little Dorothy picks up the Scarecrow and the Tin Man and continues along the yellow brick road until she meets the third character in our set, the cowardly lion. Now don't think for a moment I'm about to start calling radio owners and managers cowards. I just think some could have more courage than they seem to have. As used here, "courage" means the willingness to gamble your or your company's money on your faith in an idea, your faith in the listening public . . .

Dorothy and her three friends—one looking for brains, one looking for a heart and one looking for courage—set off down the yellow brick road and their destination was the great Wizard of Oz, the supreme one who supposedly could answer any question, solve any problem. How many of us today are doing just this —following the yellow brick road to the throne of the wizard to ask for brains, heart and courage? At a recent panel discussion I actually heard a man ask the panel, "Well, how do you go about being a personality?" It reminded me of the question asked of Louis Armstrong—"What is jazz?" Satchmo's classic answer: "Daddy, if you gotta *ask* it, you ain't never gonna know!"

I'm afraid too many radio men today are looking for wizards who can spell out a magic formula guaranteed to produce those glittering numbers in the rating books—successful program directors, program consultants, the rating men themselves. The Wizard of Oz proved to be a humbug and I'm not for a moment about to insult my own craft by carrying the analogy that far. The point is that there are no wizards in radio programming. The Wizard of Oz could not give the Scarecrow brains, the Tin Man a

Pall Mall, through Sullivan, Stauffer, Colwell & Bayles, is buying TASTE raised to the 19,312,000th* power in

THE American Weekly

second only to Church . . . on Sunday

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report heart and the Cowardly Lion courage because these qualities cannot just be bestowed. I'm sure there isn't a program man alive this morning who would make the claim that he could give them, either. But we can and do talk fundamentals. Here are a few I'd like to leave you with.

■ The first is a question which troubles me. Where are the bright youngsters today? If you're a 15- or 20-year veteran, I'm sure you remember him, the high school or college kid who hung around the studio just to be near the business, who was so fascinated by broadcasting he refused to think of ever doing anything else? In my experience as a station program director over the past few years, I couldn't find these kids any more. The ones who did come around were ready to go right to work in the 4 to 6 DJ spot at $300 a week. Or they wanted nothing less than a full new shift with perhaps a commentary thrown in.

I seemed to get nowhere in trying to explain that radio may sound easy but it isn't, that it takes years to learn, bruising experience that can be acquired only in station operation. Did so many of today's radio executives go through the learning years working for peanuts simply because that's all you could make in those days or was it because they loved radio so much? I think it was the latter. My first job as a student announcer paid me $30 a week but I would have jumped at it for $20. Pure love of the business, creative satisfaction in coming to work every day, bull sessions in studios after the shift was pulled. Do we still have these in new talent or has it become a case of the smooth young professional grinding out a show in a mechanical manner and then racing out of the station to make a hop or sit down with the pluggers?

■ Have program men gone too far in becoming promotion men? I love a good contest, a fun promotion, a wacky stunt, but are we getting unbalanced—pouring so much of our creativeness and energy into promotion that we have none left for a program man's first job—programming?

Rehearsal is a word seldom used in radio any more. In fact it's downright embarrassing to many people. DJs often give the program director a great sell on the hours they spend in preparation but all too often preparation consists in getting that first record spinning so they can dash out to the library and get the rest of the show . . .

■ These are some of the basic fundamentals you'll find in the program doctor's medicine bag. These are the only magic wands he waves. He often leaves his patient with a puzzled, disappointed expression on his face and the comment, "He didn't tell me a thing I didn't already know."

So I say don't follow the yellow brick road to an imagined easy solution of programming problems. Use the brains the Scarecrow didn't have, put into it all the heart the Tin Man wanted, do it with the courage the Cowardly Lion lacked. If you do, you won't even need to call on the Wizard in the Emerald City. #

Agencies Ask Us . . .

How Useful Are Agency Networks?

By Kenneth Groesbeck
Advertising Agency Consultant

"Will you give us please some information about agency networks?" writes one of our friends from Louisiana. "How many are there, anyhow? What size agencies commonly join them? Are they really useful? What does membership cost? Thanks again for your help."

Kenneth Groesbeck

There are seven agency networks now in operation, with an eighth, it is reported, in process of organization. The list follows, including headquarters and the number of agency members for each:

Affiliated Advertising Agencies Network, Spokane, 50;
Continental Advertising Agency Network, Philadelphia, 16;
First Advertising Agency Group, New York, 26;
Midwestern Advertising Agency Network, Chicago, 26;
National Advertising Agency Network, St. Louis, 27;
Transamerica Advertising Agency Network, Chicago, 18;
National Federation of Advertising Agencies, Los Angeles, 22

■ Here we have 185 agencies in the U. S. and Canada, each with billings running from perhaps $200,000 up to five or six millions. The characteristic network feature is that the members are so widely separated one from another that there is little or no competition among them. Thus they are free to interchange information, conduct surveys for one another, report on business conditions, and exchange information on agency problems. Each member, in effect, has a kind of branch office in the areas covered by the other affiliates. The benefits of this are considerable, especially for the smaller shops coming into competition with larger agencies which actually operate branch offices.

Some networks charge flat annual fees to their members, others operate on a sliding scale adjusted to billings. The latter procedure, which is in accordance with that of most industrial organizations, is gaining in favor. It works a hardship only when some members enjoy a disproportionately large billing as compared with that of other members, and thus bear the major portion of the dues burden. Dues in general are presently too low to allow the general employment of an executive secretary, although two of the larger networks buy outside secretarial services. As the importance of the network principle is more widely recognized, money enough for the employment of full-time executive secretaries should be forthcoming. Without this step, the work falls on the shoulders of members who are willing to assume the burden.

■ This question hit me at a favorable time. I had just returned from a California trip serving one network member. I had attended a network meeting in Chicago, and most recently I spent four fruitful days at the annual convention of the National Federation of Advertising Agencies. These boys really worked, morning and afternoon, including Sunday. They dug into questions of finance, management, law, and new business procedure. They swapped experiences, compared costs of operations for each agency activity, holding back nothing and pulling no punches. Incidentally, they had the best looking bunch of wives I have encountered in a long and troubled career. A number of them actually worked in their husbands' shops, so their interest in, and knowledge of agency problems was great.

Members of this one network came from 15 states and Canada, which gives you an idea of the nationwide coverage they enjoyed, and the wealth of local information they were enabled to contribute to the conference.

For an advertising man who works out of New York, as I do, it is a heartening and illuminating experience to come into such close contact with advertising people from all over the country, coast to coast. These, if you please, are the American people.

■ Since so much advertising emanates from New York, it gives one pause to note the wide divergencies of life and thinking between the large metropolitan center and the rest of the country. It makes one realize how necessary it is for big city advertising people to get out and learn to understand and appreciate what makes folks tick in smaller centers. It is disconcerting, to say the least, to find terms used in national advertising which are characteristic of big cities, and particularly of New York, which mean practically nothing to the rest of the nation.

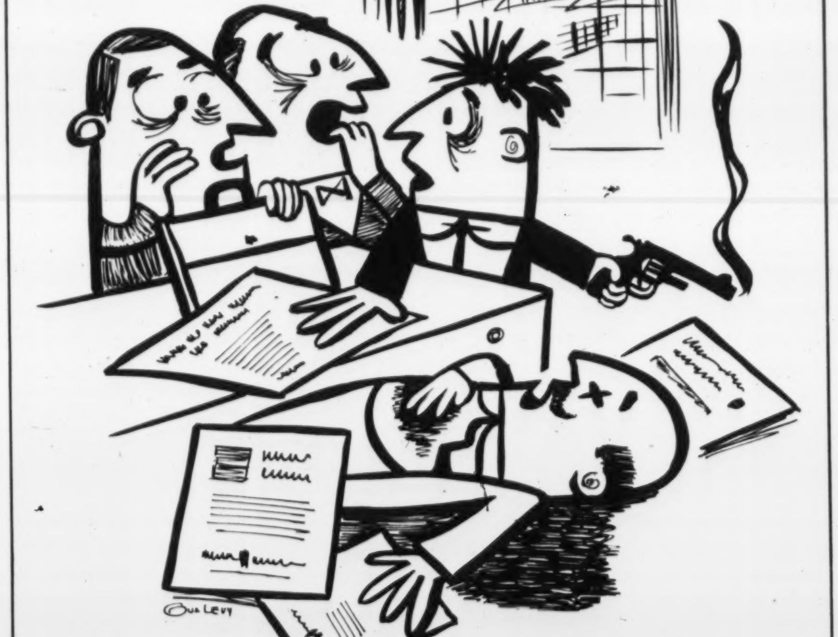
Definitely these smaller agencies across the country manage to avoid much of the strain which is said to characterize the big agency operation. "Ulcer gulch" seems to characterize the larger shops, and particularly the eastern seaborad. Elsewhere, they enjoy closer contact with clients, seem to hold accounts longer, and they take time to think. There is far less entertainment, and far more down-to-earth digging. These people work harder, I think, but they enjoy it more.

The good old principles of living within your income and putting aside a bit for the rainy days are strikingly evident among these network members. Also, they enjoy a proper realization of their value to clients, and are not afraid to charge accordingly—which may account for their comparative serenity.

Part of the way these people think about advertising is that few of them are working on big national accounts where domination by size, color and frequency of insertion is the too-frequent aim. No, network people are up to their ears in industrial advertising, in local television shows, in couponed advertisements, in direct mail—in those areas of advertising where the expenditure has to bring home the bacon—or else.

■ If you are feeling low in your mind about advertising, how it is being executed, and what people think of us in the business, I recommend a trip toward the center of the nation and a series of visits to the smaller agencies who place so many millions of dollars in advertising, and do it so extremely well. It is hard to over-estimate their contribution to the national industrial welfare.

The rapidly growing network movement, started in 1929 by Lynn W. Ellis, is making huge steps in advance to remove the major handicap of the small agency operation. It needs more cohesion (at least one network I know has its members inter-connected by teletype) more appreciation by members of its value; more money to work with; more promotional work by each network to increase its membership and spread the scope of agency service offered. #



"I GUESS THIS MEANS WE LOSE THE ACCOUNT..."

—Gus Levy, Godwin Advertising, New Orleans.

BEARINGS

And other power transmission products (gears, chain drives, etc,)
AS ADVERTISED AND SOLD IN

FACTORY

Photograph, from an advertisement in FACTORY, courtesy The Timken Roller Bearing Company.

Factory is an active magazine. A pusher, a prodder, a stimulant to action. FACTORY leads imaginatively in a field where there are more than a few passive publications providing only a basic information service. FACTORY feeds its readers . . . the men who plan, equip, operate, and maintain manufacturing plants . . . inspiration and ideas on plant *management* activities that they need, want, and can find nowhere else. On subjects like cost control, work simplification, preventive maintenance, quality control, wage incentives, and others.

But are these same plant operating management men interested in buying what you sell? Yes, on one condition . . .

Their job responsibility is to run the plant . . . to *manage* its production, maintenance, human relations. To do it well, they strive constantly for lower costs, better quality, greater productivity. If your product or service will deliver one or more of these benefits, FACTORY's readers want to hear about it. And nothing is too small or too big to escape their interest if it will help them run their plants better. What a climate and audience in which to *develop* sales!

A McGraw-Hill Publication (ABC, ABP), 330 West 42nd Street, New York 36, N. Y.

BETTER PRODUCTION AND MAINTENANCE THROUGH BETTER MANAGEMENT

July Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
§American Agriculturist (sm)	23.8	24.5	219.5	206.6	17,294	17,866	158,944	150,533	15,281	16,199
§Arizona Farmer-Ranchman (bw)	59.8	62.4	405.1	448.6	45,278	47,232	306,275	339,171	44,679	46,223
‡Arkansas Farmer: (mon)										
#Delta Edition	17.7	—	135.8	—	13,364	—	102,652	—	13,053	—
#Western Edition	17.4	—	133.4	—	13,155	—	100,828	—	12,864	—
Average 2 Editions	17.5	—	134.6	—	13,259	—	101,739	—	12,958	—
§California Farmer: (bw)										
#Northern Edition	44.1	41.2	273.8	350.9	32,059	31,179	231,537	265,360	31,184	29,392
#Southern Edition	42.5	40.8	260.0	336.8	30,864	30,887	219,867	254,677	29,989	29,100
Average 2 Editions	43.3	41.0	266.9	343.9	31,461	31,033	225,702	260,019	30,586	29,246
Capper's Farmer (mon)	25.4	25.9	284.5	366.1	10,914	11,136	122,066	157,053	10,259	11,075
Colorado Rancher & Farmer (sm)	20.3	20.6	258.1	214.3	15,373	15,578	195,277	162,234	14,540	14,472
Dakota Farmer (sm)	49.1	45.6	487.4	436.5	38,529	35,718	382,197	342,233	37,795	34,943
†*Electricity on the Farm (mon)	—	—	62.8	59.7	—	—	21,689	21,327	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	19.6	23.7	259.7	265.5	8,412	10,166	111,430	113,910	7,519	9,235
#Southwestern Edition	20.8	26.0	247.1	266.0	8,904	11,147	106,007	114,127	7,898	10,185
Average 2 Editions	20.1	24.6	254.8	265.7	8,604	10,548	109,314	113,995	7,667	9,605
Farm Journal: (mon)										
#Central Edition	59.4	61.5	594.5	583.1	25,499	26,363	255,050	250,140	24,700	25,687
#Eastern Edition	62.4	57.1	546.9	526.2	26,786	24,503	234,603	225,755	25,987	23,827
#Southern Edition	53.1	52.1	471.7	473.6	22,781	22,359	202,361	203,172	21,982	21,683
#Western Edition	60.8	60.1	580.9	556.9	26,071	25,790	249,205	238,931	25,272	25,114
Average 4 Editions	58.9	57.7	548.5	535.0	25,284	24,754	235,305	229,500	24,485	24,078
Farm Management (mon)	12.0	10.6	140.6	151.3	5,130	4,555	60,854	64,892	5,130	4,555
**Farm Quarterly (q)	—	—	205.5	176.5	—	—	94,941	81,543	41,263	34,034
The Farmer (sm)	55.9	51.8	641.6	593.9	43,790	40,573	503,052	465,598	40,684	37,410
|||Farmer-Stockman: (mon)										
#Oklahoma Edition	22.3	25.1	221.6	242.3	16,979	10,790	158,614	104,059	15,715	9,814
#Texas Edition	15.5	19.0	189.3	223.8	11,816	8,144	134,540	96,113	10,362	7,168
Average 2 Editions	18.9	22.0	205.5	243.0	14,398	9,467	146,577	100,036	13,039	8,491
‡Georgia Farmer: (mon)										
#North Edition	6.4	—	80.0	—	4,830	—	60,464	—	4,641	—
#South Edition	7.7	—	94.4	—	5,842	—	71,394	—	5,653	—
Average 2 Editions	7.1	—	87.2	—	5,336	—	65,929	—	5,147	—
††Indiana Farmer (mon)	11.9	10.6	100.0	110.2	9,307	8,284	78,448	86,421	7,238	5,856
Kansas Farmer (sm)	22.7	23.1	270.0	260.4	17,260	17,589	205,187	197,876	15,843	16,684
Kentucky Farmer (mon)	14.3	8.8	154.7	153.0	11,247	6,905	121,315	120,018	10,033	5,824
Michigan Farmer (sm)	42.1	36.2	432.0	372.6	32,303	27,786	331,812	286,179	27,764	24,540
Minnesota Farmer (mon)	14.7	11.4	103.6	84.2	11,591	8,983	81,418	66,670	10,807	8,591
‡Mississippi Farmer: (mon)										
#Delta Edition	9.0	—	62.6	—	6,822	—	47,329	—	6,597	—
#Eastern Edition	8.8	—	60.5	—	6,633	—	45,770	—	6,408	—
Average 2 Editions	8.9	—	61.6	—	6,727	—	46,550	—	6,502	—
Missouri Ruralist	29.3	26.8	280.4	279.1	22,300	20,377	213,095	212,084	19,314	18,398
Montana Farmer-Stockman (sm)	46.8	49.9	415.4	418.2	35,364	37,695	314,024	316,160	32,060	34,027
Nebraska Farmer (sm)	52.9	49.9	641.0	581.9	40,015	37,745	485,478	440,192	36,634	34,854
§New England Homestead (sm)	20.7	27.8	191.8	217.3	14,452	19,247	134,275	152,139	11,120	14,970
New Jersey Farm & Garden (mon)	22.9	25.4	239.8	308.8	10,336	11,423	107,939	138,969	9,032	10,079
New Mexico Farm & Ranch (mon)	12.4	11.9	108.8	91.6	9,338	9,034	82,257	69,586	9,184	8,907
Ohio Farmer (sm)	49.1	45.6	515.1	440.6	37,688	35,010	395,588	338,386	32,707	31,269
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	32.3	37.2	268.3	274.9	24,448	28,153	202,811	207,815	22,886	26,840
The Oregon Farmer	33.6	34.0	247.3	263.9	25,431	25,672	186,971	198,741	23,981	24,401
The Utah Farmer	35.0	35.5	264.4	261.9	26,473	26,832	199,872	197,968	24,226	25,421
The Washington Farmer	34.3	37.4	252.6	276.8	25,916	28,311	190,958	209,286	24,662	27,040
§Pennsylvania Farmer (sm)	34.5	29.9	359.1	315.5	26,476	22,991	275,788	242,337	23,706	20,517
Prairie Farmer: (sm)										
#Illinois Edition	67.1	54.3	711.1	612.2	48,809	39,530	517,691	445,722	41,350	32,312
#Indiana Edition	62.3	49.7	677.7	595.2	45,356	36,162	493,416	433,308	37,897	36,162
Average 2 Editions	64.7	52.0	694.4	603.7	47,087	37,846	505,557	439,515	39,623	34,237
Progressive Farmer: (mon)										
#Carolina-Va. Edition	50.4	53.1	543.9	574.1	34,271	36,109	369,860	390,408	33,097	35,002
#Ga.-Ala.-Fla. Edition	53.4	53.2	540.5	578.0	36,314	36,173	367,533	392,996	35,032	34,872
#Ky.-Tenn.-W.Va. Ed.	50.2	50.7	506.0	531.3	34,119	34,478	344,095	361,300	33,108	33,436
#Miss.-Ark.-La. Ed.	55.0	54.8	515.7	540.5	37,384	37,291	350,675	367,508	36,280	36,216
#Texas Edition	55.3	53.9	533.2	551.9	37,614	36,626	362,608	375,309	36,111	35,263
Average 5 Editions	52.9	53.1	527.9	555.2	35,941	36,136	358,955	377,505	34,726	34,958
§Rural New-Yorker: (sm)										
New York-New England Ed.	22.0	17.1	190.7	42.8	17,211	13,366	149,408	33,501	13,864	10,090
Penn.-N.J.-Delmarva Ed.	21.5	16.2	165.7	41.2	16,824	12,707	127,740	32,315	13,805	9,554
Southern Planter (mon)	10.7	10.4	145.5	163.4	7,459	7,307	101,826	114,392	7,117	7,005
Successful Farming (mon)	55.7	40.7	546.8	501.7	25,065	18,331	246,061	225,769	24,675	17,927
Tennessee Farmer & Homemaker (mon)	11.5	6.7	116.8	108.9	9,039	5,252	91,611	85,345	8,006	4,317
Wallaces' Farmer (sm)	61.3	52.0	688.3	629.5	48,029	40,726	539,656	493,533	45,065	37,931
‡‡Weekly Star Farmer: (w)										
#Kansas Edition	11.8	13.9	106.6	102.1	29,062	34,365	262,842	251,678	16,947	22,117
#Missouri Edition	12.6	13.8	110.3	105 0	31,130	33,894	271,913	258,585	19,829	22,162
#Okla.-Ark. Edition	10.4	12.1	94.1	90.3	25,764	29,779	231,936	222,581	15,874	19,641
Average 3 Editions	11.6	13.2	103.7	99.1	28,652	32,679	255,564	244,281	17,550	21,306
Western Farm Life: (sm)										
#Regular Edition	15.1	27.5	140.7	204.4	11,880	21,611	110,341	160,275	9,581	19,125
#Colorado Edition	19.3	39.9	202.1	279.5	15,193	31,315	158,465	219,143	12,838	23,495
Average 2 Editions	16.7	33.7	172.7	241.9	13,186	26,463	134,403	189,709	11,209	21,310
Wisconsin Agriculturist & Farmer (sm)	46.0	37.8	500.0	450.4	36,092	29,679	395,289	353,153	35,712	29,204
Wyoming Stockman-Farmer (mon)	37.9	36.7	243.8	233.9	29,666	28,798	247,868	216,202	25,749	24,487
Total Group	970.6	881.5	10,269.7	9,631.2	675,657	603,698	7,123,277	6,506,075	661,967	589,068

§ Not included in totals; figures shown are for June issues as July figures were not available as this issue went to press. # Not included in totals. ‡ Started publishing sectional editions with the March 1959 issue, so there will be no 1958 figures. ‡‡ Three issues in June 1959; four issues in June 1958. * Changed from a 357-line page to a 345-line page in January 1959. ** Published quarterly in March, June, September, and December; cumulative figures shown are for the June issue. † June and July 1959 issues combined; cumulative figures shown are for June issue. †† Formerly known as Indiana Farmer's Guide. ||| Changed from a 428-line page to a 760-line page in February 1959.

Newspaper-Distributed Farm Sections

	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
Iowa Farm & Home Register (mon)	10.1	7.7	120.7	120.3	10,115	7,781	120,726	120,338	9,866	7,449
Texas Ranch & Farm (mon)	7.0	9.2	108.7	107.4	6,958	9,254	108,654	107,366	6,706	8,680
Total Group	17.1	16.9	229.4	227.7	17,073	17,035	229,380	227,704	16,572	16,129

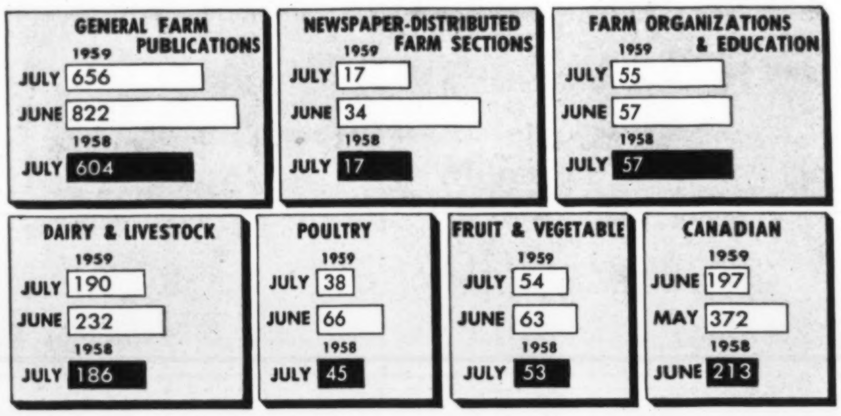
Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
Agricultural Leaders' Digest (mon)	13.3	9.3	63.0	77.7	5,695	4,007	27,177	33,376	4,766	4,007
†Better Farming Methods: (mon)										
#Eastern Edition	20.0	—	20.0	—	8,568	—	8,568	—	8,568	—
#Central Edition	22.3	—	22.3	—	9,552	—	9,552	—	9,552	—
#Southern Edition	19.3	—	19.3	—	8,279	—	8,279	—	8,139	—
#Western Edition	19.1	—	19.1	—	8,195	—	8,195	—	8,195	—
Average 4 Editions	20.2	25.7	174.1	218.8	8,649	11,004	74,688	93,848	8,614	11,004
California Farm Bureau Monthly (mon)	9.9	14.1	71.4	92.6	7,539	10,623	54,090	69,882	7,084	10,175
Cooperative Digest (mon)	4.4	2.5	53.6	43.8	1,850	1,463	22,850	18,940	1,850	1,463
County Agent & Vo-Ag Teacher (mon)	15.4	21.3	180.0	197.8	6,596	9,128	77,158	84,726	6,596	9,128
§Iowa Farm Bureau Spokesman (w)	50.4	47.2	332.9	325.5	51,156	48,100	337,993	330,269	49,080	46,275
Michigan Farm News (mon)	2.1	1.8	16.1	18.3	5,056	4,416	40,271	43,620	4,700	3,944
Missouri Farmer (mon)	13.2	12.2	86.0	94.7	5,560	5,116	36,131	39,768	4,740	4,356
National 4-H News (mon)	13.1	7.9	131.7	129.6	5,493	3,311	55,212	54,419	5,493	3,311
‡Nation's Agriculture (mon)	7.0	9.0	5.8	6.3	2,941	4,072	25,988	28,533	—	—
Ohio Farm Bureau News (mon)	12.2	9.4	77.7	67.6	5,496	4,258	35,311	30,478	—	—
§Washington Grange News: (sm)										
East Edition	11.4	11.4	91.5	82.3	12,404	12,369	99,705	89,438	12,033	12,033
West Edition	11.1	10.8	88.7	82.2	12,019	11,781	96,236	89,205	11,648	11,445
Average 2 Editions	11.3	11.1	90.0	82.4	12,212	12,075	97,834	89,316	11,841	11,739
Total Group	110.8	113.2	859.4	947.2	54,875	57,398	448,876	497,590	43,843	47,388

† Started publishing sectional editions in July 1959, so there will be no 1958 figures. # Not included in totals. § Not included in totals; figures shown are for June issues as July figures were not available as this issue went to press. ‡ Figures shown are for combined July-August 1959 and 1958 issues.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
Breeder's Gazette (mon)	10.7	11.7	109.5	106.7	4,608	5,041	47,004	45,746	3,702	4,169
The Cattleman (mon)	73.3	58.3	613.2	531.4	30,793	24,318	257,420	222,965	13,489	10,255
*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	19.2	15.6	174.0	174.1	40,873	33,260	370,211	370,494	29,613	24,159
Kansas City Daily Drovers Telegram	20.1	17.0	173.6	172.3	42,709	36,266	369,428	366,796	35,260	27,406
Omaha Daily Journal-Stockman	18.5	16.4	191.5	196.2	39,458	34,821	407,591	417,492	35,486	29,743
St. Louis Daily Livestock Reporter	13.5	10.5	132.2	119.2	28,694	22,303	281,241	253,554	23,651	19,428
§Dairymen's League News (bw)	8.6	11.1	94.0	81.8	6,288	8,061	68,489	59,536	5,717	7,352
Florida Cattleman (mon)	77.5	78.2	519.4	467.4	32,586	32,868	214,052	196,118	14,007	12,694
Hoard's Dairyman (sm)	46.1	37.1	460.3	409.4	33,548	27,033	335,083	298,072	28,035	21,671
Livestock Breeder Journal (mon)	131.4	136.2	485.0	493.8	55,188	57,204	203,700	207,396	3,010	4,382
National Hog Farmer (mon)	16.8	9.0	134.9	84.2	17,052	9,105	136,925	85,574	16,610	8,940
National Live Stock Producer (mon)	9.7	9.9	124.3	98.7	7,032	7,188	90,506	71,878	6,592	6,893
Western Dairy Journal (mon)	37.3	36.5	310.1	273.2	15,981	15,652	133,016	116,854	6,209	4,602
Western Livestock Journal: (mon)										
Mts. & Plains Edition	48.4	72.0	458.9	346.1	20,753	30,872	196,871	148,495	8,391	7,250
Pacific Slope Edition	63.4	79.6	609.4	605.4	27,216	34,158	261,440	259,770	10,535	8,946
†§Western Livestock Reporter (w)	17.9	18.1	201.2	229.8	24,084	24,300	263,317	257,845	5,432	9,037
Total Group	383.2	392.3	3,340.0	2,922.5	189,569	186,235	1,672,317	1,445,472	107,570	85,420

§ Not included in totals; figures shown are for June issues as July figures were not available as this issue went to press. * Twenty-two issues June 1958. † Changed from a 1,120-line page to a 1,344-line page February 1, 1959.

Poultry

	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
†American Poultry Journal: (mon)										
Egg Producer Edition:										
#Eastern Edition	9.4	19.9	138.1	186.2	4,045	—	58,755	—	3,304	7,381
#Midwest Edition	10.5	20.3	187.0	195.0	4,496	8,702	62,971	83,580	3,758	7,841
#Pacific Edition	12.4	25.2	157.3	189.1	5,299	10,798	67,449	81,096	3,878	8,560
#Southern Edition	9.4	23.6	155.5	196.1	5,127	10,109	17,838	84,217	4,152	9,042
#Broiler Producer Ed.	11.1	—	105.6	—	4,755	—	44,821	—	4,741	—
#Turkey Producer Ed.	9.0	—	89.1	—	3,855	—	38,195	—	3,846	—
Average 6 Editions	10.3	21.7	132.0	182.5	4,596	9,320	56,671	81,093	3,946	8,084
Broiler Growing (mon)	23.6	29.0	241.2	249.7	10,123	12,449	103,482	107,144	7,752	9,494
§Everybody's Poultry Magazine (mon)	—	—	205.8	199.3	—	—	88,309	85,504	7,303	10,183
††Georgia Poultry Times (w)	40.2	54.1	193.9	188.1	47,236	57,722	174,726	162,568	42,196	50,820
††The Poultryman: (w)										
Dixie Edition	10.7	18.3	103.9	106.9	11,613	19,882	112,845	116,055	5,328	14,483
National Edition	10.5	16.7	98.5	101.1	11,382	18,053	106,853	109,638	5,328	13,172
New England Edition	14.1	19.2	125.2	121.6	15,303	20,811	135,872	131,950	8,720	14,516
New Jersey Edition	13.9	25.6	156.4	172.2	15,039	27,696	169,709	186,824	8,676	21,113
Poultry Tribune: (mon)										
#Eastern Edition	26.9	29.3	278.5	265.5	11,534	12,572	119,478	113,893	9,632	11,144
#Midwest Edition	25.1	25.4	276.7	261.9	10,753	10,910	118,687	112,349	8,942	9,358
#Pacific Edition	30.1	30.5	345.1	307.6	12,903	13,076	148,042	131,980	8,789	9,096
#Southeast Edition	30.5	28.8	319.3	292.6	13,105	12,352	136,988	125,507	10,269	9,830
#Southwest Edition	24.1	26.6	286.8	265.5	10,331	11,400	123,039	113,896	8,164	8,948
Average 5 Editions	27.3	28.1	301.3	278.6	11,725	12,062	129,245	119,526	9,159	9,675
Turkey World (mon)	26.0	26.4	343.9	329.9	11,155	11,312	147,540	141,509	10,073	10,611
Total Group	87.2	105.2	1,018.4	1,040.7	37,599	45,143	436,938	449,272	30,930	37,864

§ Not included in totals. Figures for combined July-August 1959 issue not available as this issue went to press; cumulative figures shown are for June issue. † Combined issue July-August 1958. # Not included in totals. †† Not included in totals; figures shown are for June issue as July figures were not available as this issue went to press.

	Total Advertising, in Pages				Total Advertising, in Lines					
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
Fruit & Vegetable										
American Fruit Grower (mon)	43.9	44.1	253.6	272.9	18,944	19,054	109,555	117,901	18,438	18,739
American Vegetable Grower (mon)	37.2	33.5	247.0	229.9	16,060	14,468	106,685	99,304	15,814	14,288
#California Citrograph (mon) ..	19.3	17.8	144.9	150.9	12,980	11,970	97,106	101,584	12,740	11,760
Florida Grower & Rancher (mon)	16.7	17.4	176.3	192.7	11,362	11,798	120,168	134,247	10,790	10,282
#Vegetable Growers Messenger (bm) ...	13.6	6.6	24.2	20.4	5,712	4,266	10,164	8,718	5,712	4,266
Western Fruit Grower (mon)	19.3	17.0	222.8	233.0	8,106	7,350	93,576	98,238	8,106	7,350
Total Group	117.1	112.0	889.7	928.5	54,472	52,670	429,984	449,690	53,148	50,659

Not included in totals.

	Total Advertising, in Pages				Total Advertising, in Lines					
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958
Canadian (June)										
Country Guide (mon) .	41.8	40.4	266.8	249.9	30,112	29,097	192,164	179,936	—	—
Family Herald (w)	58.5	67.6	489.5	472.5	57,072	65,978	477,284	460,725	38,539	49,616
Farmer's Advocate & Canadian Countryman (sm) ...	36.0	38.5	285.8	288.4	25,196	26,955	200,094	201,848	21,607	23,207
Le Bulletin des Agriculteurs (mon) .	39.9	47.1	347.0	349.7	27,927	32,994	242,968	244,739	27,927	32,994
Western Producer (w) .	52.7	54.2	399.5	267.4	56,430	57,972	427,473	393,149	34,959	35,963
Total Group	228.9	247.8	1,788.6	1,727.9	196,737	212,996	1,539,983	1,480,397	123,032	141,780

AMA Publication Outlines Growth of Marketing Research

CHICAGO, July 21—Almost six times as many companies organized marketing research departments between 1953 and 1957 as had them 20 years earlier, according to a study by the American Marketing Assn.

The larger the company, the more likely it is to have a marketing research department, AMA found; likewise, the larger companies have larger staffs.

All reporting consumer goods manufacturers with annual sales in excess of $500,000,000 have market research departments; the median size is 11.3 fulltime employes. By contrast, only 43% of consumer goods manufacturers with $5,000,000 to $25,000,000 in sales have such departments.

The 861 companies reporting expenditures spent a total of $74,000,000 on marketing research in 1957, the year the survey was made.

▪ Consumer goods manufacturers spend about 40% to 50% of their research budgets on outside services (agencies, research companies, consultants, etc.), according to the survey. Industrial products manufacturers, on the other hand, use only between 10% and 15% for outside services.

The complete study, "A Survey of Marketing Research," is available from the association, 27 E. Monroe St., Chicago. Price is $7.50 to members and $10 to non-members. #

Plymouth-De Soto, L. A. Dealers Set 2-Week Drive

De Soto dealers in Los Angeles and Orange counties and the Plymouth-De Soto division of Chrysler Corp. launched a $36,000 two-week campaign July 20 via California radio, tv and newspapers. The "I'm ready to deal" drive will feature two price tags on cars; a white one carrying the list price, and a red one showing the "deal" price.

NBC Radio Boosts TV Shows

NBC Radio, New York, is making a big play for business from the lineup of tv special sponsors for fall. Matthew J. (Joe) Culligan, exec vp, is suggesting that advertisers use a "pre-seeding" six-week radio campaign to build up interest in these one-shot shows. The radio buildup would give audiences a sample of the stars, music and material to be featured on tv.

'Women's Wear' Boosts Lewis

Jason K. Lewis has been appointed advertising director of *Women's Wear Daily*, New York, succeeding Irving Koch, who will continue with the publication as a sales specialist and consultant on fibers, chemicals and fabrics. Mr. Lewis has been with Fairchild Publications since 1937.

Cheek Joins Henderson

Jay W. Cheek, formerly an associate copy editor of Young & Rubicam, New York, has joined the creative staff of Henderson Advertising Agency, Greenville, S.C., as a copy supervisor.

The Average Capper's Farmer Subscriber Earns Over $12,000 a Year

Capper's Farmer Subscribers Are Eager to Learn about:

- Livestock Feeds
- Machinery
- Farm Management Helps
- Labor-Saving Equipment
- Animal Health Aids
- Fertilizers & Bug Killers
- New Crops

Their Wives Want to Know All About These Subjects:

- Food
- Sewing & Gardening
- Home Decorating
- Children & Teenagers
- Appliances
- Poultry
- Beauty

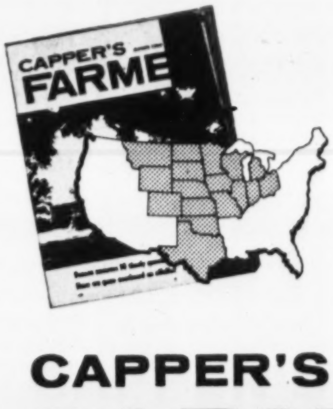
Turn this ready interest into cash sales . . . advertise in Capper's Farmer

How to get your farm ads read . . . immediately . . . completely . . . by the top commercial farm families!

Capper's Farmer subscribers read this magazine from cover to cover at once—as independent surveys show. For no matter how pressed for time modern business farmers are, they realize the importance of the newest, most accurate, up-to-the-minute information.

Capper's Farmer inspires an unexcelled reader confidence and loyalty that makes them read it cover to cover when they're too busy to *waste* a minute. For Capper's Farmer is tightly edited specifically for these high-income farmers. It is consistently filled with the money-making ideas and facts they need. For years Capper's Farmer's market forecasts have won the trust of hundreds of thousands because they have been invaluable in helping farmers make money.

Would you like to see documented evidence of this reader loyalty? We have prepared the results of reader investigations which will show you why 1,500,000 farmers vote Capper's Farmer as "the most deeply read" and "the most helpful" magazine they receive. Send for this information today—it will help you determine how to make the most out of your advertising expenditure in America's richest 17-state farm area, the Midwest.



Capper's Farmer delivers sales in the rich agricultural Midwest for the lowest-cost-per-dollar invested.

CAPPER'S FARMER

One of the six Stauffer-Capper Farm Magazines
Oscar S. Stauffer, Publisher
TOPEKA, KANSAS

Write, Phone or Wire the nearest sales office:
NEW YORK—420 Lexington Avenue
CLEVELAND—1010 Rockwell
CHICAGO—333 N. Michigan Avenue
LOS ANGELES—The Eschen Company, 3142 Wilshire Boulevard
TOPEKA—912 Kansas Avenue
SAN FRANCISCO—The Eschen Company, 57 Post Street

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Agency Profits Low? 'Old Wheeze,' He Says

To the Editor: Every so often one of our agency executives, bothered by the thought that someone may think him too rich, trots out the old wheeze about average profits of manufacturing businesses being higher (or *much* higher, depending on the figures quoted) than comparable profits of advertising agencies. (See, for example, Ernest A. Jones' speech, AA, July 13, P. 61).

Unfortunately, like some of our advertising, this comparison fails to be convincing—for the simple reason that agencies are *not* manufacturers. Advertising agencies operate essentially as brokers who sell someone else's product (time and space) and take a cut. Thus, it is hardly to be expected that profits would, or should, be similar.

In fact, in view of the minuscule capital investment of the average agency compared to that of the average manufacturer, it would be surprising indeed if profit percentages were much different than they are.

No doubt we would all like to make more money, but we'll have better success if we tend to our business instead of worrying about whether or not someone else happens to have a better deal.

Albert E. Sevcik,
New York.

• • •

Readers Comment on 'New Togetherness'

To the Editor: Acknowledgedly "The New Togetherness" by Andy Armstrong in the June 8 issue of AA was prefaced by the phrase "From an Art Director's Viewpoint," so we neophytes in the advertising field must concede his privilege of personal opinion.

However, it becomes rather hard to swallow the 400 or more words of trivia passing for a studied tome (and, we assume, paid editorial matter) concerning advertising-editorial page makeup—unless the bit was written like with tongue in cheek.

Who, but who, is the "man who asks you to sign for the 'crazy, bargain-basement, sloppy, oddball, and novelty space' " who has a publisher gifted with farsight enough to clue him in on the page-by-page editorial content of an issue six or eight months away from press time?

There are some of us, I'm sure, who have a good word for facing outside half-pages, gate-folds, zigzag and three-quarter spreads, and in using such "shenanigans" will take our chances on picking up a "bonus of more or less literate readers" while forgetting the editorial bedfellow rub-off in favor of the performance of the advertising itself.

Clarke Trudeau,
Laurence Inc., Chicago.

•

To the Editor: Like other admen, I hate to be proved wrong and have to apologize.

Recently I jumped on Andy Armstrong, via this page, for his comments re cigar butts. It gave me an impression of your columnist as being a la-de-dah artist.

Today I just read his "The New Togetherness"—twice (AA, June 8). If an art director can write *this* well, pungent, cogent, savvy and sparkling, the future of those of us who write but cannot draw is bleak.

And his snapper re the space salesman: "Like if you are selling meat balls, watch out he does not plan to feature a dead horse"—is, to me, as near gen-yoo-ine belly-laugh cosmic humor as an adman can get!

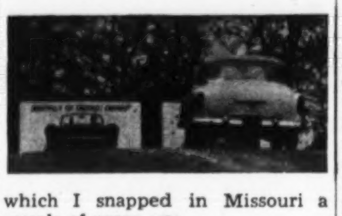
My belated apologies to Armstrong, and a deep bow of admiration from this here desert metropolis!

Mert Reade,
Advertising Director, Valley National Bank, Phoenix, Ariz.

• • •

Keeping Right

To the Editor: The photo on Page 2, Advertising Age, July 6, brought to mind a similar poster-illusion achieved on a billboard which I snapped in Missouri a couple of years ago.



Stanley W. Hoig,
Assistant Advertising Manager, Baroid Division, National Lead Co., Houston.

• • •

Maxon, Not Roche, Rickerd, Was Schulze & Burch Agency

To the Editor: In this issue [July 13] of Advertising Age there is an announcement under your "News Flashes" which shows that Schulze & Burch Biscuit Co. has appointed Compton Advertising. About two months ago you had an announcement to the effect that this company had appointed the Maxon agency.

In each of these the releases are written up as though we lost the account each time, first to Maxon and then to Compton.

How many times do we lose an account in 90 days?

C. E. Rickerd,
President, Roche, Rickerd & Cleary, Chicago.

AA regrets that it named Roche, Rickerd & Cleary as losing this account a second time, when actually it had moved from that agency to Maxon Inc. last April (AA, April 27) and from Maxon to Compton earlier this month.

• • •

'Corporate Image' Is Important in Farm Field

To the Editor: These days we are concerned with "corporate images." Agricultural advertising has a big job to do in this field. Consider the "image" of our client that exists in the mind of the farmer. It's important that this image be favorable. To a considerable extent, this image is created by our clients' advertising and public relations programs.

Farm income is well over $40 billion. If our client is to get his share of this income through sales of his products, his advertising must create a favorable image. Creating a favorable image inspires confidence, the motivating factor behind farm purchases. Advertising alone cannot inspire confidence, but is a major contributing factor.

If what the farmer sees and reads in our ads is credible to him, he is favorably impressed. He insists on honest information in the copy. He respects realism in the illustration. If we use a photo of a farm, it must be up to date; modern buildings arranged for maximum work flow. Today's farmer is a big industrialist and he wants efficiency in his business operation. He will be quick to spot an inefficient farm layout. He will subconsciously associate the advertiser with lack of know-how.

If the illustrations are of cattle, hogs or poultry, the subjects should show top breeding; should be representative of the money-making kind of livestock. If the illustration is of a particular kind of hog, be certain the breed is obvious. A hog is not just a hog. They're all different.

When the illustration is of cattle, whether beef or dairy stock, be sure of breeds here also. All have distinguishing characteristics. If we're showing poultry, let it be obvious from the structure and coloring, that the hen is a top layer. Does the poultryman hold the bird correctly? There IS a right way.

This attention to realism is most important. Subconsciously our farmer pictures himself raising the kind of livestock we show him in our ads. If the illustration meets with his approval, we've won a point in creating a favorable image for our client. Since first impressions are often lasting impressions, let's be sure our art and photography have that authentic "farm-look."

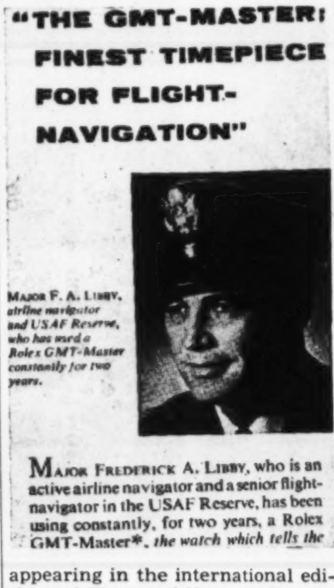
D. E. Andorfer,
Art Director, Record Advertising Agency, Fairbury, Ill.

• • •

Finds Major's Testimonial Out of Line

To the Editor: I am in no way connected with the advertising profession, nor am I a regular officer in the U.S. Air Force, but here is an example of an ad which I, at least, could well do without. What do you think about the use of the uniform of the U.S. to advance the commercial interests of Rolex watches (and, of course, the good Major himself)?

This ad struck me as a bit more objectionable than most (pardon, no offense meant), in that it is now appearing in the international editions of *Time* and *Newsweek*, publications which receive wide distribution overseas. Much more important than the question of the Major's ethics is the negative effect of the ad on the prestige of the U.S. and of its armed forces. The question is one of advertising policy and ethics, and strikes directly at a point on which, you are well aware, advertising has taken some hard knocks in the public eye.



"THE GMT-MASTER: FINEST TIMEPIECE FOR FLIGHT-NAVIGATION"

Major F. A. Libby, airline navigator and USAF Reserve, who has used a Rolex GMT-Master constantly for two years.

Major Frederick A. Libby, who is an active airline navigator and a senior flight-navigator in the USAF Reserve, has been using constantly, for two years, a Rolex GMT-Master*, *the watch which tells the*

Your column—which, by the way, any professional publication would do well to duplicate in its spirit, if not its detailed format—was brought to my attention by a friend who is shortly to enter the advertising fraternity and on whom I have spitefully vented some of the ire with which I, as a much abused consumer (self-styled), approach the general subject of advertising. He pointed out, and quite rightly, that I could voice my objections to this or any other ad in your columns, an opportunity which not many other professions offer. So, opportunity gratefully seized upon.

Harrison Dunlop,
APO 12, New York.

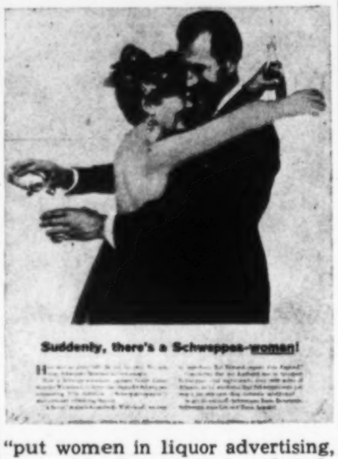
We'd hate to see Lt. Dunlop worked up over something really important!

• • •

'Is This to Be the Pattern?' Adman Wants to Know

To the Editor: Is she drunk?

Is the implication that she is drunk? Is this to be the pattern of "put women in liquor advertising, boys, and why not, for broadmindedness's sake?"



Suddenly, there's a Schweppes-woman!

C. Ralph Bennett,
Executive Vice-President, Fred Gardner Co., New York.

• • •

Blotter Coasters Are In

To the Editor: Kenneth Butler asked (AA, June 29), "Are Blotters Joining Bygone Ad Media?"

We just completed a run of blotters and the answer may be yes, but to our advantage because blotters are suddenly "off-beat." Some of the responses may interest you.

"Just received your blotter . . . suddenly realized there isn't a fountain pen in the house!"

"Sorry we can't use the blotter—ball point pens you know—but they make excellent coffee coasters."

Our next mailing will be blotter coasters—with instructions to "place your coffee container here."

Ken Saco,
Ken Saco Associates, New York.

• • •

Urges an End to Agency Name Nonsense

To the Editor: I've always admired the common-sense attitude which Advertising Age has displayed toward the vagaries of the advertising profession, so I am suggesting that AA might lay its tender hands on another disturbing development in our profession. I refer to the ever-increasing addiction to multiple-named advertising agencies, and the rapid-fire changing of names, at times approaching the ridiculous.

Some of these firms, but not many, permit their telephone operators to use initials only, as DCS & S (Doherty, Clifford, Steers & Shenfield). In most of them, however, these unfortunate women have to perpetrate the complete jawbreaker.

J. Walter Thompson managed to build up a huge volume using only one man's name, long after he was gone. Even Batten, Barton, Durstine and Osborn remains unaltered though not all of the "trunks falling downstairs" are still in the firm. Ted Bates has achieved the heights with a single cognomen, as have Grey (which is no one's name) and D'Arcy. Foote, Cone and Belding have endured despite the departure of two of those whose names are in the agency's shingle.

Mogul, Lewin, Williams & Saylor was created this year by a merger, but there already prior to this was no Williams and no Saylor, and when a recent merger produced Fletcher Richards, Calkins and Holden, not even "Fletcher" (which is not a surname) was dropped when the agency absorbed still another agency, Bryan Houston Inc. With the agency name already top-heavy, Mr. Houston descended into anonymity. Five-name agencies already are common, so where do we stop?

I can see the need for a long string of names on the door, in the legal profession, where individual performance counts for everything, but the craze for individual recognition in the advertising profession, which long ago outgrew the possibility for individual eminence and whose agencies have evolved into advertising workshops, doesn't make sense at this stage of the game. American industry is constantly simplifying its corporate names. Do we in advertising need the reverse?

Adman,
New York.

• • •

Raps New York Agencies for Hiring Policies

To the Editor: In your July 6 issue, two eminent New York admen—George Gribbin and Whitman Hobbs—bemoan the dangerous lack of originality and creativity in most of today's advertising and portend dire things if somebody doesn't do something.

We, here in the hinterlands of advertising, agree! (This is not—repeat: not—a dissertation on the goodness of hinterland advertising.) If Mr. Gribbin and Mr. Hobbs would like to know what is wrong with their advertising, I can tell them in one word: inbreeding.

In spite of what their personnel people profess, it is practically impossible for hinterland talent to get into their agencies. Note, I say *talent*. People, yes. They'll hire freshly scrubbed college grads (from the right schools and families, of course) and *train* them. In what? In the same dull, deadly ways that they are bemoaning!

But they are afraid to accept talent developed elsewhere . . . talent with fresh viewpoints uncomplicated by the pseudo-sophistication of the big city . . . talent developed close to the grass roots where most of the products are sold . . . talent that has not bounced from one agency to another learning only how to write ditto marks.

The only way for advertising to maintain its self respect and meet the challenge of the future is for the major agencies to open their doors—and minds—to the unrestrained and undiluted ideas, techniques and abilities of the thousands of talented boys and girls here in the hinterlands.

Gerold I. Holen,
Kapplin & Holen Advertising Agency, Baltimore.

• • •

When Cancer Is Death Cause, Say So, He Urges

To the Editor: I am writing you as a member of the executive committee of the American Cancer Society. In the obituary items in Advertising Age, I often read that so-and-so died after a heart attack, almost as often I read that so-and-so died without any cause being given, and only infrequently do I read that so-and-so died of cancer.

I suspect a great many of the deaths from unspecified causes are from cancer, and I wonder if the paper has any policy against mentioning the fact? At the society we have been urging newspapers to publish cancer as the cause, when such is the case, on the theory that it will help publicize the devastation wrought by this killer and will help to an earlier cure for it.

William B. Lewis,
President, Kenyon & Eckhardt, New York.

AA is happy to publish Mr. Lewis' letter, because it too feels that wider publicity would be good, particularly for cancer research. Unfortunately, there is still a tendency on the part of people who prepare obits to omit the cause of death when it is cancer.

Declaration of Independence!

ADVERTISING COUNCIL PUBLIC SERVICE

It's a heady feeling, the confidence that comes with having money stashed away. And never before in human history have so many independent individuals been in a position to enjoy it. 40 million Americans now hold over 42 billion dollars worth of interest-bearing savings in U.S. Savings Bonds. An all-time high. Thanks to U.S. Treasury policy that made bond ownership possible for the average citizen. And a payroll savings plan that made it easy. And Ad Council advertising that showed it was not only patriotic—but smart.

Proud of Advertising? You should be. It's doing a job we need to keep America's Peace Power strong. And helping give 40 million Americans a sense of confident independence.

Per Carton Cigaret Ad Cost Dips to 5.4¢ in '58

(Continued from Page 3)

Brown & Williamson's Viceroy, P. Lorillard's Old Gold, and American Tobacco's Hit Parade sustained losses.

■ **Kent** was easily the biggest investor in measured media in 1958, spending $11,302,196. It also improved its sales position from 11th place in 1957 to fifth place in 1958, with sales hitting an all-time high 37.5 billion, an increase of 24 billion over the previous year.

• **Viceroy** showed a decrease in both spending and sales for the first time in eight years. Ad expenditures dipped to $8,964,333 in 1958 from $14,955,590 the previous year. Sales showed a 5.1 billion decrease, falling to 22.2 billion from the 1957 total of 27.3.

• **Winston** remained the top selling filter brand on the market and placed sixth in measured media spending. Sales in 1958 totaled 38.9 billion, 1.4 billion over the previous year's total of 37.5 billion. Ad expenditures dipped to $6,765,565 in 1958 from $12.795,595 in 1958.

• **Salem** continued its steady increase in sales and ad expenditures, pushing ahead of Kool, Old Gold and Philip Morris. Sales in 1958 totaled 19.5 billion, an increase of 8.5 billion over the previous year's total of 11 billion. Ad expenditures also increased from $5,273,743 in 1957 to $6,110,323 in 1958.

■ Regular cigaret sales were down from the 84% of the total market they held in 1950 to 34.5% in 1958. As in the past three years, this decline affected every regular brand. Despite this, Reynolds' Camel held its place as the top selling cigaret, with sales totaling 62.5 billion, a 3.5 billion decrease from 1957. Spending in measured media also decreased from $6,580,057 in 1957 to $3,779,643 in 1958.

Lucky Strike sustained the greatest loss of any brand, but held on to third place. Sales decreased from 52 billion in 1957 to 46 billion in 1958. Ad expenditures also showed a decrease, with $3,865,914 spent in 1958 compared to $7,368,822 the previous year.

■ These advertising figures should be taken as an indication only. Computations were made from available measured advertising figures. These include amounts spent in advertising in magazines, newspapers, network and spot television, outdoor, Sunday magazine sections and farm publications. Network radio has not been measured since the first seven months of 1955—thus throwing off comparative figures. Spot television figures were first available for 1956 and outdoor figures became available in 1955.

Figures are compiled by various groups which measure the amounts of space or time used and do not reflect accurately the total amount spent in these media. No attempt is made, for example, to calculate frequency discounts in the print media or cost other than time costs in television (talent, production, etc.). So actual costs may be a little more or a little less in fact than indicated in this study.

■ Leading National Advertisers Inc. provided the figures for magazines, farm publications and network television. The Bureau of Advertising has provided the newspapers and Sunday section figures. The Television Bureau of Advertising is the source for spot television spending and Outdoor Advertising Inc. has made the data on expenditures in the outdoor medium available.

Readers are further warned that advertising in important media which are not measured or for which no figures are publicly available is missing from this compilation. These include network and spot radio, direct mail, point of sale, premiums, sampling and collateral advertising programs.

■ With these cautions in mind the reader may examine intelligently the accompanying table showing sales and advertising for these brands in the past seven years. Extreme variations in advertising over the years can often be ascribed to the fact that certain media have become available or unavailable, not necessarily to violent shifts in advertising policy.

It should also be pointed out that if an advertiser shifts the bulk of his budget from the measured media into some unmeasured medium, he may appear to have made a considerable cutback in advertising, when no such thing has actually happened. #

Note on Adjoining Table

Advertising expenditures are compiled from figures provided by Leading National Advertisers Inc., Outdoor Advertising Inc., the Television Bureau of Advertising and the Bureau of Advertising, ANPA. They include network and spot television, newspapers, magazines, outdoor, farm publications and newspaper sections. Cigaret sales figures are from Business Week.

Lando Appoints Pearson, Gets Dimling Account

Lando Advertising Agency, Pittsburgh, has named Robert C. Pearson vp in charge of internal agency operations, a new position. Formerly director of sales and technical literature at Ketchum, MacLeod & Grove, Pittsburgh, Mr. Pearson will include supervision of collateral and technical literature services among his new duties.

R. C. Pearson

Lando has been named to handle advertising for the Dimling Candy Co,. Pittsburgh.

Fleischmann Confirms Compton Appointment for Black & White

Fleischmann Distilling Co., New York, which introduced its Daviess County straight bourbon in New York newspapers in March through Compton Advertising, has confirmed that its Black & White scotch whisky also is being handled by Compton. The brand was reported to have been moved from L. H. Hartman Co. last winter (AA, Jan. 19 and Feb. 3), but the company until now has refused to confirm. Compton also handles Fleischmann's Churchill bonded, Churchill 88, Old Medley and Olde Heirloom bourbons, formerly with Hartman.

Instil Moves to Murray

Whitehall Laboratories division of American Home Products has moved advertising for Instil, a stomach remedy in the testing stage, out of Lawrence C. Gumbinner Advertising Agency and into John F. Murray Advertising, New York, a house agency.

Costs of Cigaret Advertising

Per Carton and Per Million of Cigarets Sold

Copyright 1959 by Advertising Publications Inc.

	1958	1957#	1956	1955	1954	1953	1952
CAMEL (Reynolds)							
Sales (billions)	62.5	66.0	72.5	77.0	84.0	99.0	104.5
Ad investment	$ 3,779,643	$ 6,580,057	$ 9,117,366	$ 7,872,563	$13,701,033	$14,866,194	$13,313,273
Ad cost per million	$60.47	$99.69	$125.75	$102.24	$163.11	$150.16	$127.40
" " " carton	1.2¢	1.9¢	2.5¢	2¢	3.3¢	3¢	2.5¢
*PALL MALL (Amer. Tob.)							
Sales (billions)	55.0	54.0	57.5	56.0	51.0	48.0	41.6
Ad investment	$ 7,799,471	$ 8,062,258	$ 9,190,419	$ 8,910,915	$ 6,876,101	$ 6,046,339	$ 4,138,492
Ad cost per million	$141.80	$149.30	$159.83	$159.12	$134.82	$125.96	$99.72
" " " carton	2.8¢	2.9¢	3.2¢	3.2¢	2.7¢	2.5¢	2¢
LUCKY STRIKE (Amer. Tob.)							
Sales (billions)	46.0	52.0	56.0	57.0	58.0	65.0	73.5
Ad investment	$ 3,865,914	$ 7,368,822	$ 8,220,457	$ 7,970,440	$ 8,905,887	$10,159,327	$ 8,257,187
Ad cost per million	$84.04	$141.70	$146.79	$139.83	$153.55	$156.29	$112.34
" " " carton	1.6¢	2.8¢	3¢	2.8¢	3.1¢	3.1¢	2.2¢
***WINSTON (Reynolds)							
Sales (billions)	38.9	37.5	30.0	19.5	—	—	—
Ad investment	$ 6,765,565	$12,795,595	$ 8,773,516	$ 6,638,245	—	—	—
Ad cost per million	$173.92	$341.21	$292.45	$340.42	—	—	—
" " " carton	3.4¢	6.8¢	5.8¢	6.8¢	—	—	—
†KENT (P. Lorillard)							
Sales (billions)	37.5	13.5	2.5	2.3	4.0	3.0	0.7
Ad investment	$11,302,196	$ 9,725,721	$ 3,068,232	$ 3,117,876	$ 3,858,280	$ 3,206,889	$ 991,672
Ad cost per million	$301.39	$720.42	$1,227.29	$1,355.59	$964.57	$1,069.00	$1,416.67
" " " carton	6¢	14.4¢	24.5¢	27.1¢	19.3¢	21.4¢	28¢
**CHESTERFIELD (Liggett & Myers)							
Sales (billions)	29.2	32.0	39.5	48.0	54.0	62.0	68.0
Ad investment	$ 4,450,562	$ 5,275,179	$ 6,544,451	$ 6,111,529	$ 5,478,877	$13,204,616	$ 9,858,060
Ad cost per million	$152.41	$164.84	$165.68	$127.32	$101.46	$212.98	$144.97
" " " carton	3¢	3.2¢	3.3¢	2.5¢	2¢	4.2¢	3¢
†L&M (Liggett & Myers)							
Sales (billions)	22.9	24.4	18.5	11.0	6.2	—	—
Ad investment	$ 8,552,122	$ 9,066,894	$ 9,953,498	$ 6,490,892	$ 5,410,599	—	—
Ad cost per million	$373.45	$371.59	$538.02	$540.91	$872.68	—	—
" " " carton	7.4¢	7.4¢	10.8¢	10.8¢	17.5¢	—	—
***VICEROY (Brown & Williamson)							
Sales (billions)	22.2	27.3	25.4	20.1	14.9	6.0	2.7
Ad investment	$ 8,964,333	$14,955,590	$10,033,394	$ 3,675,706	$ 3,157,137	$ 538,309	$ 166,748
Ad cost per million	$403.79	$547.82	$395.01	$182.88	$211.89	$89.67	$61.75
" " " carton	8¢	10.9¢	8¢	3.7¢	4.2¢	1.8¢	1.2¢
***MARLBORO (Philip Morris)							
Sales (billions)	19.8	19.5	13.5	6.0	—	—	—
Ad investment	$ 7,041,889	$ 7,873,604	$ 7,880,318	$ 2,200,368	—	—	—
Ad cost per million	$355.65	$403.77	$583.72	$366.73	—	—	—
" " " carton	7.1¢	8¢	11.7¢	7.3¢	—	—	—
***SALEM (Reynolds)							
Sales (billions)	19.5	11.0	2.3	—	—	—	—
Ad investment	$ 6,110,323	$ 5,273,743	$ 3,383,021	—	—	—	—
Ad cost per million	$313.34	$479.43	$1,470.87	—	—	—	—
" " " carton	6.2¢	9.5¢	29.4¢	—	—	—	—
††KOOL (Brown & Williamson)							
Sales (billions)	13.7	12.3	12.3	12.7	12.1	11.5	11.5
Ad investment	$ 5,331,447	$ 5,263,821	$ 4,150,422	$ 596,645	$ 874,394	$ 390,827	$ 493,046
Ad cost per million	$389.15	$427.95	$337.43	$46.98	$72.26	$34.00	$42.87
" " " carton	7.7¢	8.5¢	6.7¢	0.9¢	1.5¢	0.7¢	0.9¢
†OLD GOLD (P. Lorillard)							
Sales (billions)	13.3	15.8	17.0	20.7	19.5	23.0	23.0
Ad investment	$ 6,556,482	$ 4,386,089	$ 5,650,841	$ 6,896,258	$10,035,163	$ 8,786,972	$ 6,981,309
Ad cost per million	$492.96	$277.60	$332.40	$333.15	$514.62	$382.04	$303.53
" " " carton	9.8¢	5.5¢	6.6¢	6.7¢	10.3¢	7.6¢	6¢
**PHILIP MORRIS (Philip Morris)							
Sales (billions)	12.9	15.5	20.0	24.0	29.0	35.0	36.5
Ad investment	$ 3,130,231	$ 4,816,336	$ 6,475,234	$ 5,705,471	$ 6,610,807	$ 8,880,958	$ 9,154,503
Ad cost per million	$242.65	$310.73	$323.76	$237.73	$227.95	$253.71	$250.80
" " " carton	4.8¢	6.2¢	6.5¢	4.8¢	4.6¢	5.1¢	5¢
***HERBERT TAREYTON (Amer. Tob.)							
Sales (billions)	8.5	8.5	10.0	12.0	14.0	14.0	12.5
Ad investment	$ 3,823,678	$ 1,794,890	$ 4,245,324	$ 3,997,609	$ 1,820,350	$ 1,952,699	$ 890,414
Ad cost per million	$449.84	$211.16	$424.53	$333.13	$130.03	$139.50	$71.23
" " " carton	8.9¢	4.2¢	8.5¢	6.7¢	2.6¢	2.8¢	1.4¢
***RALEIGH (Brown & Williamson)							
Sales (billions)	7.2	6.7	7.1	7.1	7.3	7.5	8.3
Ad investment	$ 4,068,287	$ 2,092,587	$ 2,521,084	$ 255,740	$ 570	—	$ 1,425
Ad cost per million	$565.03	$312.32	$355.08	$36.01	—	—	17¢
" " " carton	11.3¢	6.2¢	7.0¢	0.7¢	—	—	—
***PARLIAMENT (Philip Morris)							
Sales (billions)	5.5	2.4	2.0	2.2	2.7	3.0	1.9
Ad investment	$ 6,592,478	$ 2,985,141	$ 2,101,309	$ 1,532,476	$ 1,013,927	$ 916,927	$ 444,204
Ad cost per million	$1,198.63	$1,243.80	$1,050.65	$696.58	$375.55	$305.67	$233.79
" " " carton	23.9¢	24.8¢	21¢	13.9¢	7.5¢	6.1¢	4.7¢
***HIT PARADE (Amer. Tob.)							
Sales (billions)	2.8	3.5	0.5	—	—	—	—
Ad investment	$ 5,884,614	$ 6,062,432	$ 1,381,853	—	—	—	—
Ad cost per million	$2,101.64	$1,732.12	$2,763.70	—	—	—	—
" " " carton	42¢	34.6¢	55.2¢	—	—	—	—
***NEWPORT (P. Lorillard)							
Sales (billions)	2.8	1.0	—	—	—	—	—
Ad investment	$ 5,871,484	$ 1,687,889	—	—	—	—	—
Ad cost per million	$2,096.95	$168.78	—	—	—	—	—
" " " carton	41.9¢	3.3¢	—	—	—	—	—
***OASIS (Liggett & Myers)							
Sales (billions)	1.4	0.5	—	—	—	—	—
Ad investment	$ 4,539,147	$ 1,119,218	—	—	—	—	—
Ad cost per million	$3,242.24	$2,238.43	—	—	—	—	—
" " " carton	64.8¢	44.7¢	—	—	—	—	—
*CAVALIER (Reynolds)							
Sales (billions)	0.4	1.0	1.0	1.5	3.0	2.5	1.5
Ad investment	$ 1,558,262	$ 500,180	$ 2,643,233	$ 4,736,065	$ 3,620,270	$ 2,984,412	$ 1,982,296
Ad cost per million	$3,895.65	$500.18	$2,643.23	$3,157.37	$1,206.76	$1,193.60	$1,321.53
" " " carton	77.9¢	10¢	52.9¢	63.1¢	24.1¢	23.9¢	26.4¢

*—King Size. **—Regular & King Size. ***—King Size & Filter Tip. †—Regular King Size & Filter Tip. ††—Kool marketed a non-filter King in 1956, but dropped it in 1957. #—Revised.

In the New York market

1,320,000 News readers are home gardeners

Daily News readers represent 40% of all adults who do gardening in the metropolitan area—170,000 more than all other New York City morning newspapers combined; and 470,000 more than all evening papers combined.

And 100,000 News readers reported spending more than $100 on their gardens in the past year!

Source: *Profile of the Millions—2nd Edition . . . a comprehensive and authoritative study of the New York City and suburban markets. Call any New York News office for a presentation.*

Neither Sherlock Holmes nor an electronic computer is required to deduce that the home gardener's home can hardly be an apartment. Nor are most home gardeners likely to work on a garden owned by somebody else.

The high ratio of home gardeners among News readers is paralleled by two other findings. Of all the adult readers of New York City newspapers living in family owned homes, the Daily News has 41%; and 40% of all those living in single family units.

Many advertisers do not realize that while The News is the largest mass newspaper in the country, it is also the largest class newspaper in New York—affords more choice prospects than any other medium you can buy in this market.

Remember, too, that the 4,730,000 adults reading the Daily News read it daily—not one issue in thirteen, or occasionally within a period of months. The News reading habit is the highest assurance that your advertising is seen and read, has the maximum opportunity to produce. No other medium offers so much sell for the money.

Call any News office for details.

THE NEWS, ***New York's Picture Newspaper***

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

Pillsbury's BEST
McCall's

Sheldon **Peterson** **Helgeson** **Rutherford**

BATTLE CRY—*The battle cry for a joint promotion by Pillsbury and the American Dairy Assn. this August is "A la mode!" Here C. B. Sheldon, ADA's ice cream product manager, and J. R. Peterson, Pillsbury brand supervisor, join guns with John Helgeson, Better Homes & Gardens, and E. M. Rutherford, McCall's. Ads will run in these magazines and in newspaper supplements, newspapers, and on tv.*

Air Conditioner Sales Lead First Half Gains: 'Mart'

NEW YORK, July 21—Room air conditioners registered a gain of 100% in the first half of 1959 and waste disposers tallied a 91.86% gain, *Mart* has concluded from its 14th annual survey of the appliance and electronics goods business in Kalamazoo County, Mich.

The magazine uses this county for its surveys, it says, because of the accuracy of the parallel between the county's appliance and electronics sales picture and the nation's.

The magazine's editors surveyed each of the 69 retail outlets of appliances and electronics goods in the county and put together the following sales picture for the first half:

■ Room air conditioners, up 100%; dehumidifiers, up 58.24%; laundry appliances, up 10.04%; tv receivers, up 7.74%; food freezers, up 14.70%; waste disposers, up 91.86%; dishwashers, up 15.57%.

Decreasing, however, were these categories: Dryers, down 6.58%; refrigerators, down 7.58%; gas ranges, down 15.44%; radios, down 2.70%; phonographs, down 15.66%; ironers, down 30%; steel cabinets, down 4%, and vacuum cleaners, down 26.84%.

The magazine's study, to be published in its August issue, also reports the county's sales of appliances and electronic equipment for 1958. Dealers in these lines accounted for $7,182,844 (3.2%) of the county's total retail volume last year of $228,791,552.

Tv receivers were the big dollar volume item in the county's 1958 sales, accounting for $1,482,750, followed closely by refrigerators, accounting for $1,406,800. Other categories and the county dollar volume last year were laundry appliances, $1,047,000; ranges (gas and electric) $652,040; phonographs and hi-fi equipment, $447,123; freezers, $367,575; kitchen cabinets, $354,180, and radios, $273,983.

Unit sales in many appliance categories in 1958 were down from 1957 figures, but dollar volume at retail was actually 0.1% ahead of 1957 figures, *Mart* notes. #

Falkenhainer Adds Account

American Missile Products, Lawndale, Cal., has appointed Carl Falkenhainer Advertising, Los Angeles, to handle its advertising and public relations. Maytag Co., Newton, Ia., recently bought controlling interest in American Missile Products. Immediate plans include trade paper advertising and the production of an illustrated brochure.

In Less Than Year, Frank Doubles Staff, Adds Nine Accounts

CHICAGO, July 21—When Ray C. Montgomery joined Clinton E. Frank Inc. a week ago as research supervisor, the personnel roster registered an even 100 persons. In June, 1958, Frank had 55 persons in its Chicago office.

The acquisition of the Borg-Warner corporate advertising account in May (AA, May 11) marked the agency's ninth new client in less than a year, a period during which Frank almost doubled its staff.

Growing pains, in the form of acquiring additional office space and continuous screening and hiring of personnel, have been constant, but Clint Frank, president, tells his people at the agency, "There are much worse kinds of pain, so let's grin and share it."

■ Mr. Montgomery, newest Frank executive, formerly was with the research department of Leo Burnett Co.; before that he taught marketing, advertising and research at the Detroit Institute of Technology.

Other most recent additions to the Frank staff are Carrol L. Cheverie, treasurer; Robert N. Bauer, media print buyer; Neil McGreevey, traffic and production director; Dale Fisher and William A. Okeson, copywriters; Frederick C. Williams and Eugene B. Shields, account executives; Rita Gries, traffic manager; Doris Gregg, an art director, and Arthur Cloud, radio-tv writer-producer. #

Curtis Expects Profit Dip

Curtis Publishing Co., Philadelphia, expects its profits for the second quarter to be slightly less than the similar period last year, but the first half should be about the same as the first half of 1958. Robert E. MacNeal, president, predicted that the earnings for the year would be about $3,000,000, and that gross operating revenues should top 1957's record $202,654,442. Gross revenue for the second quarter should be about $50,000,000, as compared to $50,465,401 the previous year.

Buick Sets Hemingway Specials

Buick Motor Division of General Motors will sponsor four 90-minute special programs during the 1959-60 season which will be selected from a list of 10 literary properties of Ernest Hemingway. Gordon Duff will produce for CBS Television and A. E. Hotchner will write and serve as executive producer.

Smith to 'Progressive Farmer'

Ed J. Smith has joined the advertising sales staff of the *Progressive Farmer*. Mr. Smith, formerly advertising manager of *Variety Store Merchandiser*, will work out of the New York office.

Coming Conventions

*Indicates first listing in this column.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

*Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

*Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

WHAT'S THE BRIGHTEST COLOR FLYING?
IT'S DAY-GLO,® OR I'M A DIRTY BIRD

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

SEARS DEPARTMENT STORE

TULSA LEADS IN DEPARTMENT STORE SALES GAINS!

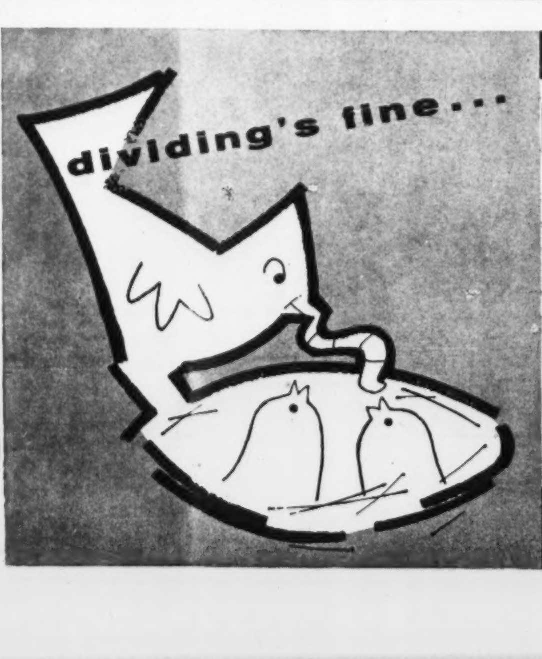
During the year 1958 and in the month of January 1959, Tulsa led the 10th Federal Reserve District, which includes Kansas City, Omaha, Denver, Wichita and Oklahoma City—in department stores sales gains. Yes Tulsa has become synonymous with rising sales . . . a market of above average income families hungry for your merchandise. This rich market turns its arms to you each morning and evening . . . as it opens the pages of the World and Tribune!

For More Business Use the Oil Capital Newspapers

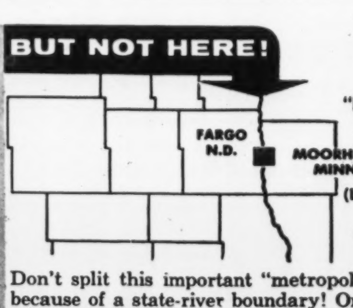
TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally By The Branham Co. with Offices in the Principal Cities in the U.S.A.



dividing's fine...



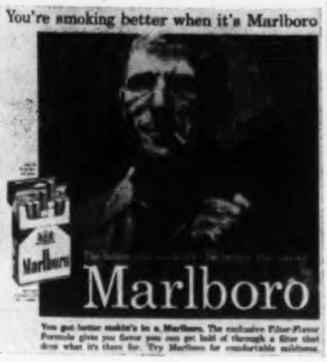
2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota


You're smoking better when it's Marlboro

Marlboro

STILL RUGGED—*The new Marlboro men still have their masculine appearance—and tattoos—in a series of paintings which replaces the photographed models. National advertising with the new series will begin soon.*

Burnett Drops 'Open Pore' Photos for Marlboro Man

(Continued from Page 1)

great new American artists."

The color and b&w print ads with the Rehberger illustrations are not a sharp departure in Marlboro advertising. Copy still emphasizes "better makin's in a Marlboro." And the people in the ads—drawn from models—will sport the now familiar tattoo.

▪ But a cigaret ad "lives on its conversation," Mr. Daniels said. "There is a danger of people getting used to you."

The Burnett executive said he first became acquainted with Mr. Rehberger's work through a series of illustrations in *Esquire*. The artist has already been contracted for a series of ten Marlboro Man illustrations. The first is a sculptor. The second is a seaman. Both will be seen in national advertising soon.

The agency expects to make use of the Rehberger paintings in future outdoor ads. The effect that the new illustrations will have on Marlboro advertising in other media has not been determined, Mr. Daniels indicated. #

D. L. Clark Names Tegel, McKee, Oleson to New Posts

D. L. Clark Co., Pittsburgh, candy manufacturer, has appointed Paul Tegel to head its new advertising and merchandising department, Ralph McKee administrative assistant to the president, and Gilmer H. Oleson manager of confectionery division sales, all new positions.

Paul Tegel

Mr. Tegel formerly was sales manager.

Mr. McKee formerly was assistant sales manager, and Mr. Oleson previously operated his own candy brokerage company. Clark expects to name a new manager of its grocery sales division shortly.

Sears Promotes Barnes

Thomas L. Barnes, formerly national retail sales promotion and advertising manager of Sears, Roebuck & Co., has been named to the new post of assistant supervisor of Sears' merchandise development, design and testing laboratory. He has been suceeded in his former position by Andrew R. Schultz, most recently a member of the merchandising staff of Sears' New York office.

Richard White, 41, Birmingham Agency Man, Dies in Crash

BIRMINGHAM, ALA., July 21—Richard B. White, 41, for the past five years an account executive with Robert Luckie & Associates, was killed in an automobile wreck near here July 18.

A native of Atlanta, the advertising executive was a graduate of Alabama Polytechnic Institute. He served as a major in infantry during World War II and had participated in the campaigns in North Africa, Sicily, Italy and France.

Mrs. White, 37, injured in the same accident, was reported by attending physicians as "just holding her own" at Sylacauga Hospital The Whites had just departed on vacation. The collision occurred during a heavy rain.

WALTER J. SCHNEIDER

SAN FRANCISCO, July 21—Walter J. Schneider, 65, business manager of the *San Diego Union* and *Tribune*, suffered a fatal heart attack aboard an airplane yesterday just as the plane was landing at International Airport here.

He was enroute here to participate in an engraving and composing seminar of the American Newspaper Publishers Assn.

Mr. Schneider was with the San Diego papers for 28 years and held the business manager post for the past ten years.

KARL MAITLAND FOSTER

GREAT BARRINGTON, MASS., July 21—Karl Maitland Foster, 63, ad manager of the *Berkshire Courier* published here, and last member of the Foster family trio that has owned and published the newspaper for 55 years, died July 19.

Mr. Foster's father, the late Maitland Foster, bought the weekly *Courier* from the late John E. Ciarey in 1904. His two sons, Karl and the late Paul W. Foster, who died last December, were both associated with their father in the newspaper's operations.

ANDREW J. SIMPSON

BAY CITY, MICH., July 21—Andrew J. Simpson, 76, retired manager of the *Bay City Times*, died July 17 of a heart attack. He had headed the business department of the newspaper from 1936 until his retirement in 1956. He joined the staff in 1910 and was named advertising manager in 1917. Mr. Simpson was active in civic and church affairs and recently received a national Catholic community service award.

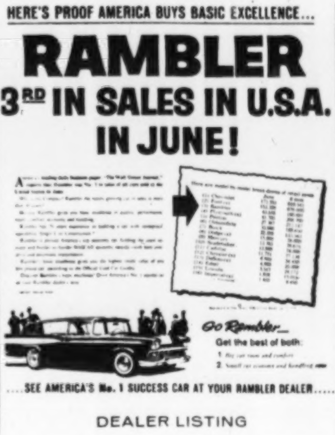
CLAUDE WALTER

SEATTLE, July 21—Claude Walter, 57, who retired in 1951 as Pacific Northwest sales and advertising director of Sears, Roebuck & Co. here, died July 13 at his home after an illness of two years. Mr. Walter joined Sears' staff in 1934 as a salesman. He was chairman of the Seattle-King County Red Cross campaign in 1948.

HAL JANIS

NEW YORK, July 24—Hal Janis, 53, vp and executive producer of Shellrick Corp., producing organization of the Sid Caesar television programs, died July 22 of a heart ailment in St. Vincent's Hospital.

Born in San Francisco, Harold E. Janis started his career as a reporter for the Associated Press on Latin-American events for several years, and also wrote sports news for International News Service. Later he was a news director for radio Station WMCA, New York. During World War II he served in the Army in Europe and rose to the rank of colonel, and later served in the State Department.


HERE'S PROOF AMERICA BUYS BASIC EXCELLENCE...

RAMBLER

3RD IN SALES IN U.S.A. IN JUNE!

Go Rambler— Get the best of both:

....SEE AMERICA'S No. 1 SUCCESS CAR AT YOUR RAMBLER DEALER.....

DEALER LISTING

RAMBLING ALONG—*Large-space newspaper ads like this were being used in top markets last week by American Motors Corp., through Geyer, Morey, Madden & Ballard, to tell of Rambler's sales rise. Rambler also is readying a quick-close page for Life carrying the same news.*

In 1950, Mr. Janis joined National Broadcasting Co. as an associate supervisor of production for "Show of Shows," starring Sid Caesar and Imogene Coca. He later became executive producer. He was also producer of early tv hits including the Martha Raye show, the Bob Hope show and Max Liebman color spectaculars. He joined the Shellrick Corp. in January, 1958.

MRS. F. T. RAIFORD

SELMA, ALA., July 21—Mrs. F. T. Raiford, 83, Alabama's only woman daily newspaper publisher, died July 11 after a prolonged illness.

Mrs. Raiford had been publisher of the *Selma Times-Journal* since the death of her husband in 1935. A native of Selma, she served as general manager of the newspaper from 1920 until her husband's death.

GERALD P. ROCK

NEW YORK, July 21—Gerald P. Rock, 60, sales manager of Muzak Corp. and for many years associated with General Outdoor Advertising Co., died July 14 of a heart attack at his home here.

Born in Chicago, Mr. Rock was graduated from the University of Illinois and served in the Navy in World War I and in the Army Air Force in World War II. He started his business career with Federal Outdoor Advertising Co. in Chicago and later became a salesman for General Outdoor.

HORACE B. NORTHCOTT

OMAHA, July 24—Horace B. Northcott, 64, general advertising manager of the Union Pacific Railroad, died yesterday of a heart attack in Los Angeles. He was stricken aboard the railroad's City of Las Vegas en route from Los Angeles to Las Vegas on business.

Mr. Northcott was born in Chicago. He joined the Union Pacific in Omaha in 1927 as chief of the correspondence bureau. He was named general advertising manager in 1945.

Street Location Guide Added to Chicago Directory

A numerical street guide, listing names and locations of 1,389 Chicago streets in their relation to State St. for east and west addresses and Madison St. for north and south addresses, will be included for the first time in the new "Chicago Street Address Directory," to be published Aug. 1. The seventh annual eight-pound directory, published by the Reuben H. Donnelley Corp., Chicago, has 1,716 pages. Further information can be obtained from Donnelley Corp., Street Address Directory division, 407 E. 25th St., Chicago.

Agencies' New Marketing Duties Put Media Buyer in Limelight, Says Frey

(Continued from Page 1)

also mean you will have to determine cost estimates of your work.

▪ "When this is done, I think you'll find that you're duplicating a lot of work of your research department—you'll find a job description showing your work to be more and more qualitative because it is axiomatic that qualitative media analysis becomes more important as advertising costs rise. And finally, cost analysis will show a larger fee income from your work than from any other department.

"I'd say your future role is going to require you to supplement your analysis with data about many new markets, new products and media dimensions—most of which do not exist—and consistently relate these to your client's marketing objectives or even determine his objectives.

"You will be planning the buying of integrated media programs which reflect the total marketing requirements of a product. You will be required to develop measures of advertising audiences which will enable you to identify those people whom the medium has brought within range and whom the advertiser has actually impressed.

▪ "And if the concept of interurbia—a continuum of interconnected cities—develops, your role will require you to drop your geographic concepts of markets and adapt your buys to vehicles which penetrate a market along other lines. This means greater emphasis on newspapers whose editorial appeal will be based—like magazines—on other qualitative criteria.

"Your role," Mr. Frey concluded, "will require you to think in terms of localized markets with little or no variation in discretionary income among members of the market. Population shifts are moving from one community to another, moving from city to suburbs. Income levels are rising among all ethnic groups. Your job will be to buy media that can identify the users of your products for you."

Speaking specifically on the Negro market, Mr. Frey said, "Finally, you will realize that there is an ethnic group in this country that can never be fully assimilated like others after the second generation. It will always be identifiable by its color. But you will be buying this market on the same qualitative basis as you would others." #

General Foods Led Food Advertisers in Chicago Dailies in '58

CHICAGO, July 21—General Foods Corp. led the parade of Chicago newspaper food store advertisers in 1958 with a budget of $645,086 split among the four major dailies —33.3% to the *Tribune*, 32.6% to the *Daily News*, 22.4% to the *Sun-Times* and 10% to the *American*—according to the *Chicago Tribune*.

General Foods headed a list of 174 food store advertisers who spent more than $5,000 in dailies here last year. The list is analyzed in the *Tribune's* 31st annual report of "Who's Who in the Grocery Store Product Field in Chicago."

The 174 advertisers listed spent $8,987,000 in the dailies to advertise 511 different products. Of these 174, the *Tribune* says in the report, 139 spent more in the *Tribune* than in any other paper.

▪ The report also gives breakdowns of r.o.p. color advertising in the four dailies and of comic section advertising, showing which advertisers spent how much in the four papers promoting different products.

The next ten advertisers, after General Foods, in order of dollar volume, were:

Campbell Soup Co.	$344,836
Colgate-Palmolive Co.	287,634
General Mills	275,401
Coca-Cola Co.	244,697
Pepsi-Cola Co.	236,883
Kraft Foods	236,343
Wesson Oil & Snowdrift Sales Co.	232,100
Oscar Mayer & Co.	209,410
Procter & Gamble	206,684
Lever Bros.	200,271

Space bought in the newspapers' supplements is treated in the report as being in the respective newspapers. #

Mark Cox Leaves Wilson to Join Golfcraft as VP

Mark Cox, formerly director of advertising, public relations and sales promotion of Wilson & Co., Chicago, and all Wilson subsidiaries, has joined Golfcraft Inc., Chicago, as vp in charge of sales and marketing. The Golfcraft general plant is in Escondido, Cal.

Mark Cox

Mr. Cox has been ad director of Wilson since 1953 and before that had been with Wilson Sporting Goods Co., a subsidiary, for seven years.

McGraw-Hill Boosts Hubley

Reginald A. Hubley has been appointed advertising sales manager of *Electrical Construction & Maintenance* and of *Electrical Wholesaling*, McGraw-Hill publications. He succeeds Charles B. Shaw, who has resigned to become assistant to the president of Doubleday-Hill Electric Co., Pittsburgh. Mr. Hubley joined McGraw-Hill in 1952.

Pharma-Craft Names Colson, Davies to Top VP Posts

Leonard V. Colson, who recently resigned as vp of Warwick & Legler to join Pharma-Craft Co., has been appointed vp in charge of advertising for the drug company. Pharma-Craft, a subsidiary of Joseph E. Seagram & Sons, also has appointed Charles W. Davies vp in charge of sales. Mr. Davies, formerly sales manager of Carter Products, joined Pharma-Craft April 1 as general sales manager.

Leonard V. Colson

Charles W. Davies

Mr. Colson was ad director of Mennen Co. for eight years before moving to Warwick & Legler last fall. W&L's biggest client is Pharma-Craft's parent, Seagram, although the agency has no Pharma-Craft business. Dr. Edward Sheckman, Pharma-Craft president, announced that Pharma-Craft will move its headquarters from Cranbury, N. J., to the Seagram headquarters at 375 Park Ave. Aug 1. Pharma-Craft markets Fresh deodorants, Coldene cold remedies and Ting.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR
6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

TO THE MAN WITH A GOAL BEYOND SELLING

The man with imagination, management potential, a broad marketing outlook, a sales background . . . the man qualified by vitality and ambition to sell space for a top notch trade publication. Here is an unusual opportunity for the man with dash, brains and versatility to enter a broader and more lucrative field than straight product selling.

Are you the one man in 50 we want?
New York state territory. Electronic design.

Send resume.

Box 2729, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

COPYWRITER—package goods. Excellent agency. Texas. $10,000+. Send 2 resumes to **David Young, C/o Archer Personnel, Inc., 301 Madison Ave., New York. N. Y.**

INDUSTRIAL SPACE SALESMAN wanted by New York City based publishers representative. Good commission basis with running accounts. Sell yourself in your letter.

Box 2747, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN. Exceptional opportunity—good earnings and future for young man who can produce. Two well established, successful business papers. Chicago area and moderate travel. Salary, incentive and profit-sharing plan, expenses. Sales experience required. Phone for appointment **MIchigan 2-6781 (Chicago).**

PUBLIC RELATIONS EXECUTIVE

Creative organization needs quality man with stability, ingenuity, business. We offer the same. Future and remuneration open. Send resume. Confidential meeting.

Box 2722, ADVERTISING AGE
200 E. Illinois, Chicago

ADVERTISING &/OR SALES PROMOTION EXECUTIVE PARTNER

Independent consultant will combine with right party for increased success. Write details in confidence.

Box 2723, ADVERTISING AGE
200 E. Illinois, Chicago

CORRESPONDENT

Experienced in Sales Promotion and ability to handle general correspondence. Submit resume and salary. New York area.

Box 2724, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ASSISTANT

Are you tall on potential but short on opportunity? This young, aggressive and growing agency needs an enthusiastic man (or woman) with knowledge of graphic arts production, some copy and adminstrative talent—plus ability to grow with job. Interested? Send resume, including salary requirements, pronto, to **Hobbin Associates, Inc., 308 Old Town Bank Bldg., Baltimore 2, Md.**

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists .... media .... production .... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PRODUCTION MANAGER . . .
who knows from experience how to put a Big Catalog together on time . . . a man who knows his trade. Able to plan and to manage a schedule. A good job for a good man.

Box 2725, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER . . .
with Mail Order Catalog experience. Attractive salary and benefits for a dependable producer.

Box 2726, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY

in Missouri Valley Markets needs Production Manager. Interested only in experienced man with proven record for accuracy and follow-through. Write

Box 2727, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL ACCOUNT MAN to serve customer and follow-up leads for favorably known, aggressive mail adv. firm. **Robert Gile, 723 3rd Ave. S., Minneapolis, Minn.**

HELP WANTED

COPY SUPERVISOR

Tired of bumping your head on the ceiling? Looking for a place where you can grow? We think we have it.

Large National Merchandising Organization, Midwest headquarters. Produces great variety of advertising and promotional materials. 9-person copy department. We need a "take charge" man with broad copywriting experience. Must develop and inspire first-rate copy from others, as well as do actual writing on major jobs.

Liberal employee benefit plans include profit sharing, retirement income, group life and hospitalization insurance. Give us a full description of your advertising background; age, education, salary requirements. Samples submitted will be returned promptly.

Box 2728, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

COPYWRITER DIVISIONAL ADV. MANAGER

Wanted by one of America's most dynamic retailers with headquarters in Chicago, copywriter and divisional fashion advertising manager. Must have a flair for showmanship. Proven writing ability essential. Salary commensurate with responsibility of job. Our personnel knows of this ad. Reply in fullest confidence.

Box 2748, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN ART STUDIO

Excellent opportunity with studio handling industrial and consumer accounts. Large staff geared for heavy volume; excellent design staff; complete photo facilities. Studio in 10th year. Stock option available. Send complete resume.

Box 2730, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS MAN WANTED—must be highly skilled at financial industrial and product publicity and placement. Need self-starter with good sense of news, writing ability, and top editorial contacts who can work with established ad agency part or full time.

Box 2731, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SPACE. Exceptional opportunity, east, 20 year old food publication, leader in field. Only trade paper background and good record will be considered; food field preferred. Pension Plan.

Box 2698, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY - CONTACT

Electro-Acoustical Experience

The actual title is Assistant Account Executive. The job is in an agressive, medium-sized, mid-western, 4A Agency. The need is for a man with enough technical experience to translate the words and findings of electronic engineers into the jargon of the seasoned audiophile and into simple English for the Hi-Fi initiate.

Box 2732, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPYWRITER

Responsible position with good opportunity for experienced man, age 25-35, in reputable, medium size Buffalo agency. Send resume, salary requirements, to **Harold Warner Co., 482 Delaware Ave., Buffalo 2, N.Y.**

ADVERTISING AGENCY

Asst. to Research Director. Female. Exp. Pref. Good typist, aptitude for figures, ability to interview for surveys. **Mrs. Lorenz STate 2-5060 Chicago**

COPYWRITER

Wanted by large, growing 4-A agency in ideal southern city. Minimum 5 years agency copy experience, all media. Foods, utilities, transportation, medicine, cosmetics experience helpful. Opportunity for advancement. Include full résumé and present or expected salary. Our staff knows of this ad. Box 622, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

Young family man, 31, with Sales Promotion, Adv. Sales and PR experience looking for interesting position that will show promising future. Chicago area.

Box 2746, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE FREE-LANCE AD SERVICE
2 young women with flair and experience in fashion, home furnishings, hard lines will create your single ads, campaigns, radio or TV commercials. Whether you want high fashion or hard sell, try us.

Box 2737, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

ADVERTISING - SALES PROM. MGR.
Imaginative—with record of complete programs that move salesmen, distribrs., dealers, buyers to action. Writer, administrator, well-rounded mktg. man. Exp. in footwear, electronics, automotive equip. Degree, 36, family. Seeks cons. or industr. mfgr.

Box 2733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED: LIVE FIRM WHO NEEDS A-1 PUBLIC REL. REP.

Stymied in present position that includes complete responsibility for broad public relations program for state wide organization. Age 34, single. Will relocate. Write

Box 2734, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO AN AGRICULTURAL OR INDUSTRIAL MANUFACTURER

Let this top level creative ad man show you how and where to cut excessive agency costs. Extensive experience in all phases of adv. production from layout to printed page. He has keen perception, an ideal man for conference table planning. Can direct and execute assignments in all areas of art, production and photography. 10 yrs. agency exp. 5 yrs. with agricultural corp. doing over $100,000,000 annually.

Box 2735, ADVERTISING AGE
200 E. Illinois St., Chicago 11 ,Illinois

ACCT. EXEC.-B'CAST TIME SALES

Exper: (All NYC) Local Station-Network Representative; Sales Presentations, Prom; Copy; 12 yrs. diversified sales intangibles & tangibles; age 34, Single; Self-Starter, Creative, Thorough; Fine Track Record-Management Skills; Also Interested Relocating/Travel; Associated Field OK. Advise Details 1st letter for Quick Action.

Box 2736, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CAPABLE AGENCY ADMINISTRATOR
Looking for "growth" spot with progressive agency. 10 yrs. experience supervising traffic, art, production, estimating billing.

Box 2738, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROM. MGR. seeks challenging opportunity. Capable of developing and carrying through effective sales promotion campaign.

Box 2739, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Well established Chemical Consultant, Ph.D., serves advertising-public relation-counselors in creating, formulating, sampling, manufacturing, evaluating products.

Box 2740, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

COPYWRITER—CLIENT CONTACT MAN

10 yrs well rounded Chgo. agency background. All media—heavy on TV—radio, copy & production. Work on wide variety of accts.

Box 2749, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALES

Due to the steady growth of one of the nation's leading farm magazines, we are expanding our advertising sales force. If you are a man with college, agricultural training and background, and a real desire to sell advertising space, then we want to help you realize that desire.

Our ten sales branch offices are located in major metropolitan centers. Jobs are salaried. Established territories require serving current clients as well as acquiring new ones.

Marketing your own talents offers one of the stiffest selling challenges you will face. If you are interested, present your product advantages in a letter. Personal interviews will be arranged for selected applicants. Box 627, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR

FOR MAJOR MIDWESTERN 4-A AGENCY

The man we're looking for is young (25-30), understands selling ideas, has a few years experience in initiating exciting layouts for a large or small agency on diversified accounts. He looks at an ad as a complete idea—not just an illustration—and he has probably made pretty good progress. Now, he's ready for a real opportunity.

This man will be selected on the basis of what he *has* done and what he *can* do on consumer and trade ads and collateral material. He will receive compensation, with automatic increases and very liberal insurance and pension benefits. There is no limit to how far he can go with this aggressive, expanding agency.

If you feel you qualify, send a full résumé of your experience and personal data now. No samples, please.

Box 629, Advertising Age,
200 E. Illinois St., Chicago, Ill.

REPRESENTATIVES WANTED

Monthly consumer sport magazine has openings for reps in most markets. Write

Box 2741, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE

EXPERIENCED SPACE SALESMAN, with own midtown office, would like to represent publisher, manufacturer or service in the advertising field on commission basis. Excellent contacts among advertisers and agencies.

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630 Third Avenue, New York 17, N.Y.

MIDWEST BRANCH OFFICE? FOR PUBLISHER OR PUBLISHER'S REPRESENTATIVE FIRM

Chicago Publisher's Repr. servicing two trade publications throughout 7 midwestern states has substantial time to devote as branch office for publisher or publisher's repr. firm. A real go-getter with excellent production record and references.

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Specialized military publication serving top USAF procurement audience, now in 4th year, in the black, priced right for quick sale. If interested write to

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200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

RESUMES—Quality offset printed 100 Quant.—1 p. - $5.25, 2pp - $9.50. Send check with details; we pay postage.
D. A. T.
6440 New Hampshire Avenue
Hammond, Indiana

GUMMED LABELS addressed to 50,000 sales managers of large manufacturing firms available for $9.00 per 1,000. Write Box 2744, ADVERTISING AGE, 200 East Illinois, Chicago 11, Illinois.

DELUXE APARTMENT 3-rooms balcony Near North Chicago to share with advertising sales executive.

Box 2745, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Illinois

NOW get saturation spots on Radio & TV Contest Shows in So. Calif. & West at low cost. Write **Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.**

I WANT TO WORK WITH A MEDIUM SIZE MIDWEST AGENCY

Versatile 32 year old ad man seeks spot to plant roots, where bkg. of art, copy, prod. contact can prove to be plus profit factor. Proven creativity & horsesense in past experience as A/E, agency owner, adv. sales prom. mgr.

Box 625, Advertising Age
200 E. Illinois St., Chicago 11, Illinois.

Space salesman wanted for Cleveland-Pittsburgh area by leading engineering Society. Compensation over $10,000. Write in confidence: **C. R. Tunison, 542 East 79th Street, New York 21, N. Y.**

MIDWEST OPPORTUNITIES

Could you fit one?

COPY CHIEF—30-ish, "big" account experience, who would welcome smaller agency climate. Could be top writer or supervisor now—ready for more responsibility, package and services.

ACCOUNT EXECUTIVE—for unusual automobile assignment.

ACCOUNT EXECUTIVE—big-league food experience. Wonderful opportunity.

THESE JOBS ARE OPEN NOW. We are not an employment agency; but we can help you see if you fit these and other jobs. Phone or write for confidential interview. Appointment only. **Creative Career Consultants, Suite 1105, 30 N. La Salle, Chicago, Ill. DE. 2-6436.**

ADVERTISING MANAGER

for Drug and Cosmetic manufacturer. Agency background, and experience in consumer products necessary. Must be a doer, versatile enough to handle everything from the basic idea to copy, rough layouts, and to follow through on ideas initiated. Direct mail experience helpful, but not essential. Not over 35. Salary commensurate with experience and past earnings, plus the opportunity to grow. All replies confidential. Send full details first letter to Box 630, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PUBLICATIONS OUT OF THE WEST COAST

Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising
Office—354 S. Spring St.,
Los Angeles 18, Calif.

WANTED

EASTERN AGENCY

WITH MULTIPLE OFFICES ON EAST COAST

Interested in a reciprocal arrangement with Progressive West Coast agency. Completely Staffed, and strong in TV Production; servicing clients in all media. Inquiries strictly confidential.

Write Box 624,
ADVERTISING AGE,
4041 Marlton Avenue,
Los Angeles, Calif.

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
WESTERN MOTEL
& Apartment Management
616 S. Serrano Ave.
Los Angeles 5, California
DUnkirk 8-9551

★ IT'S ROLLING OFF THE PRESS ★
If marketing appliances
is your business, then
ask for a FIRST EDITION
Sample copy of

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(Formerly "California T-V & Appliances")

10,000 guaranteed "Guided Circulation", starting August issue. Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by **VAC,** Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004

(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

WANTED

FOUR FIELD PHOTOGRAPHERS

(Experienced Only)

Large Midwest Manufacturer of heavy equipment has new positions open for experienced industrial photographers. Automotive, Agricultural or Construction equipment background. Must be able to write complete job story details. Photographic assignments nationally as well as around the world. Permanent position with usual large company benefits.

Write Box 626, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

MARKETING RESEARCH MANAGER

Requires an aggressive, fact-finding person experienced in consumer product research—able to communicate effectively with top management in both R&D and marketing—capable of organizing and supervising a marketing research program.

If you are interested in this position with the progressive leader in the toy industry, please send a detailed résumé to:

MATTEL, INC.

Attention: Mr. L. Miraula
5432 W. 102nd Street
Los Angeles 45, Calif.

Our 48th Year

FOOD AE, extensive grass-roots mktg. exper.	$20-25M
ART DIR., Highly creative.	$18-20M
AE, FINANCIAL. Can be in 40's. Good judge of copy.	$14-15M
SPOT TIME BUYER-SUPERVISOR. 6-8 years exper.	$13-14M
MEDIA DIR. Can be young if a comer with all-media exper.	$12-15M
COPY, appliance sales promotion. Will consider automotive exper.	$12M

GLADER CORPORATION

Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING SPACE SALESMAN

Unusual opportunity for good Space Salesman with one of the oldest and most respected publishers. Should have the ability to talk to all levels of management. Job entails travel in the Midwest. Please give full details in résumé. Box 628, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ATTENTION MIAMI AD AGENCIES

I'm losing my best gal Friday—knows agency procedure, ad traffic, billing, SRDS, good typing and dictation, copy machines, general files, research files, media files, job jackets, wonderful personality with people and on phone. . . . She's moving to Fla. to be with husband (lucky man). For $85 per week, she can run your office or fit in where responsibility is needed. Write UNHAPPY BOSS, Box 616, Advertising Age, 630 Third Avenue, New York 17, New York.

COPYWRITER

ADVERTISING & PUBLIC RELATIONS

Here is a job for a man with a few years' experience who wants to take a step up. Liberal arts college background and 3 or more years' industrial or commercial advertising experience required. Writing ability, potential for growth very important. Advancement opportunities. Medium-sized company producing heavy consumer goods for international distribution. Rural setting. Excellent reputation in agriculture. Send resume and salary requirements to:

PERSONNEL MANAGER
NEW HOLLAND
MACHINE CO.
DIV. OF SPERRY RAND CORP.
New Holland, Pa.

WANTED!

Talented People, With Direct Mail and / or Mail Order Experience, for an Enormous New Frontier in Advertising.

Our purpose in running this advertisement is simple: we hope that some men and women, now doing well in the direct mail and mail order fields, but with talents which would qualify them for even bigger jobs, will answer this advertisement.

You may well not have given a thought recently to looking for another job. Possibly you have been getting several "feelers" a year from other people you know well in the business—other people selling magazines, books, insurance, records, seeds, raising funds, doing catalog business, or whatever, using the mails. Chances are you have been gratified by such inquiries, but have passed them by because they did not offer enough more in the way of money, challenge, or other incentives than your present job offers you.

If that is your situation, we may have something very interesting for you. During the past several years, a lot has been happening in this field.

DIRECT MAIL advertising on a large scale is not new, of course. Some of America's largest magazines have built their circulation largely through the use of the mails. One insurance company has had 9900% increase in premium income to become in a few short years one of the giants in its field. Some of the largest soap and auto makers are now large users of the mails.

But DIRECT MAIL is growing more rapidly than ever now that so many of the largest national advertisers in every field are beginning to understand and appreciate the values of precision direct mail—the kind of measured results which direct mail users like you have been enjoying right along.

This means that there are now new and broader opportunities for you to cash in on your experience in a big way. If you have genuine talent and some experience, it is not at all out of the question that you can relatively quickly double—or even triple—your present earnings. Our clients, important companies in New York, Chicago and Detroit, are paying for this "talent hunt"—there would be no fees for you to pay.

There are *several* jobs open and some pay really big salaries—high in the five-figure area. Many varied direct mail and mail order talents are needed including writing, planning, direction of creative people, media and list selection, administration, measurement of results, cost controls and so on.

Whatever your combination of these talents, please write now and tell us about them—and yourself. Your contact with us will be held in strict confidence.

MAIL TALENT, INC.
39 Glenbrook Road, Stamford, Connecticut
Telephone: DAvis 5-4301

A CONSULTING SERVICE TO LARGE USERS OF DIRECT MAIL AND COUPONED ADVERTISING

Lewin Asks Court to Name Referee in Hassle with Agency

(*Continued from Page 2*)

and a share in the executive employes' profit sharing fund.

Upon retirement, or prior termination of his employment, Mr. Lewin was to have received $36,100 as deferred compensation over a period of three years. Another contract provision called for a $30,000 life insurance policy.

■ All provisions were contingent on Mr. Lewin's "full performance," and after his employment ended he was to have been available to Mogul, Lewin, Williams & Saylor as a consultant. This would have barred him from any independent advertising activity.

All claims or misunderstandings were to have been handled through arbitration proceedings.

According to the petition submitted to the court earlier this month (AA, July 13), "certain controversies have arisen" between Mr. Lewin and the agency "as to the performance by [the agency] of the contract." Mr. Lewin claimed he was "arbitrarily discharged in violation of the agreement." As a result, he suffered "actual and anticipated damage" in terms of "salary, bonus and other benefits."

On May 7, Mr. Lewin said, he started arbitration proceedings, naming a former supreme court justice, Louis Valente, as arbitrator. Mogul, Lewin named Maurice Mound, of Rein, Mound & Cotton, a New York law firm. The two were unable to agree on a third arbitrator.

■ Under the agreement, the court was then petitioned to designate a third arbitrator. Findings of the arbitrators would be brought to the court for confirmation, which, in effect, then would become a judgment.

Papers were originally returnable before Judge Arthur Klein July 14, but an extension was granted until July 24 to allow for submission of additional briefs. #

THE HAPPIEST TVs HAVE
WESTINGHOUSE TUBES

GET THE BAD GUY, WYATT!—*An unusual outdoor promotion, using headlines and artwork like this, is being launched by the electronic tube division, Westinghouse Electric Corp., Elmira, to push the sale of its tv tubes. McCann-Erickson is the agency.*

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 56.

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

ADVERTISING-SALES PROMOTION SPECIALIST

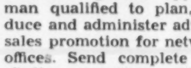
For National consumer loan operation.

Important and fast growing division of diversified billion dollar financial organization. In East, not New York. Excellent growth opportunity for man qualified to plan, write, produce and administer advertising and sales promotion for network of local offices. Send complete résumé, including experience, education, age and present salary to:

Box 623, ADVERTISING AGE
630 Third Avenue, New York 17, New York.

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.



to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 158,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name____________________

Street____________________

City________________ Z____ State__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif.

More Hour Shows on Magazine Plan Set by TV Nets

(Continued from Page 1)

cured from outside producers.

The individual advertiser's control and influence on a program diminishes as soon as multiple sponsorship comes into play. As one ad agency executive put it: "You can't have a half dozen agencies trying to get into the production act. It won't work."

■ Credit for starting this trend toward longer telecasts goes to the fast-climbing, hard-slugging ABC network. With attractions like "Maverick," ABC has demonstrated that a strategically slotted popular hour can weaken, and sometimes knock out, the competition. The technique: boost the rating of the newcomer by giving him a half-hour head start on such established figures as Ed Sullivan and Steve Allen. CBS' Mr. Sullivan is still going strong, with Colgate and Kodak up as alternates this fall, but Mr. Allen, with Plymouth as a new backer, has moved out of the Sunday night hot spot. Now the other networks are emulating this strategy. Strong hours, the prognosticators say, are the best high-rating prospects for '59-'60.

■ From the packagers' point of view, the 1959-'60 preference for hour formats means harder selling. Hour shows obviously fill a schedule twice as fast as half-hour programs. A handful of established producers is providing most of the nighttime fare; others are, for the most part, left holding their expensive pilots.

Among the busy producers are Warner Bros., with four new hours coming up on ABC this fall; MCA's Revue, a principal NBC supplier; Desilu, back with Westinghouse's "Desilu Playhouse" plus "The Untouchables" on ABC, and others; 20th Century-Fox with newcomers on two networks; Goodson-Todman, kingpin of the panels; Talent Associates, a big name in the specials category, and Four Star Films, a strong contender in the 30-minute field.

■ There are about 33 regular evening hour shows booked for the coming season. A few are supported by a single advertiser. Numbered in what seems to be a vanishing breed are Chevrolet (Dinah Shore); Dodge (Lawrence Welk); Kraft (Perry Como); Plymouth (Steve Allen); Westinghouse ("Desilu Playhouse"); Ford (39 specials); U. S. Steel (dramas), and Armstrong ("Circle Theater").

Most of the hours are coming in with shared sponsorship ranging from alternate-week full hour buys to what amounts to minute participations. It is this latter form of selling that has caused a stir in the industry this summer. Segmented selling is never popular with affiliates, who are ever wary of what they consider network encroachment on their spot business. But whether the stations like it or not, the economics of tv are tending to foster the growth of magazine-plan video.

■ ABC was the first network to push the sale of minutes within prime nighttime hour shows. But now, what amounts to the same kind of availabilities can also be had in increasing numbers at CBS and NBC. Partly, perhaps, because of the station aversion to "network spots," CBS and NBC don't call their shows minute participation shows. Their terminology is that the programs are offered for one-third sponsorship, which can be had on an alternate basis; in plain English, this can come out to a minute of commercial a week for an alternate sponsor.

Hour telecasts with minute availabilities at ABC are: "Cheyenne," "Bourbon Street," "Adventures of Paradise," "Sugarfoot," alternating with the "Cheyenne" offspring, "Bronco," "Hawaiian Eye," "The Untouchables," "The Alaskans," "77 Sunset Strip," and "Jubilee USA." Gross charges go from about $20,000 to $37,000 for a minute; for advertisers earning a maximum discount the price would be a good deal less than this.

■ Though minutes are available on these shows, Don Coyle, ABC vp, pointed out that they are also being bought in bigger chunks, in some cases ranging up to two-thirds sponsorship. Liggett & Myers, for example, signed for an alternate two-thirds on "Paradise" and "The Alaskans."

This kind of tv scheduling has been praised by some agency men because: (1) it is the only way small budget advertisers can hope to participate in the sponsorship of top grade, evening network fare; (2) it solves the problem of the seasonal advertiser or the company with a special seasonal problem; (3) it gives major spenders wider supporting coverage.

■ The type of sponsors attracted by ABC's minute buys illustrate all these "advantages" of minute television. Among the modest advertisers lured into bigtime networking by this route are Glidden paints, big spot user Harold F. Ritchie and Williamson-Dickie.

Seasonal spenders in the lineup include Luden's, Van Heusen shirts and Elgin watches, which have bought pre-Christmas runs on various shows. Giant spenders buying minutes to support their already heavy network show schedule include P&G, Ford, Whitehall and Liggett & Myers, which has bought a varying schedule on four ABC shows.

■ CBS is using what one executive called the alternate one-third sponsorship "device to permit the handling of minutes." The network technically doesn't sell minutes, it is explained, but two minutes are available at about $70,000 each. These can be exchanged so that each advertiser gets a minute a week and thereby spreads his buy out over a longer period.

Being peddled in this fashion are the new western "Rawhide," the extended "Lineup" and "Perry Mason." The surprising member of this trio is "Perry Mason," which has Colgate as full sponsor on alternate weeks, but Colgate will be trading some time with the participating sponsors, who carry the show on the soap company's off-week.

Sponsors set for one or more of the three CBS shows are Parliament, Peter Paul, Vick Chemical Co., Lever Bros., Pharmaceuticals, Gulf Oil, Hamm's Beer, Corning Glass, Manhattan Shirts, Glidden Paints, Preem and Sterling Drug.

■ NBC, which has made lovely cash register music with magazine-plan selling on "Today" and the "Jack Paar Show," at the moment has fewer minute prime nighttime vehicles than any of the networks.

Only "Five Fingers," a new 20th Century-Fox espionage thriller, and "Laramie," a western from Revue's stable, are being offered in this manner to date, according to Don Durgin, NBC vp. As in the case of CBS, a buyer gets a minute by purchasing an alternate third of the show.

The gross price of "Laramie" is $34,000; for "Five Fingers," it's $26,000. A maximum discount earner can buy them for $4,000 to $5,000 less. First sponsor signed for "Laramie" is Liggett & Myers. Set so far for "Five Fingers" are Sterling Drug and Midas muffler, a big radio backer who is relatively new to network tv.

It seems a good bet that there may be some more NBC vehicles added to the minute availabilities list before fall—unless, of course, full sponsors are found. Sustaining blocks that conceivably could be filled in this fashion are alternate weeks on "Riverboat," which has Corn Products as alternate, and "Richard Diamond" and "The Plainsman." #

Terramycin
Pfizer

GIMME SOME ANTIBIOTICS—*The agricultural sales division of Chas. Pfizer & Co., New York, has launched what is called "the largest animal antibiotic outdoor promotion ever staged" with a 12-month showing in hundreds of farm markets east of the Rockies to support the use of Terramycin, a broad-spectrum antibiotic, as a feed supplement. Leo Burnett Co., Chicago, is the agency.*

Ten Magazines Revise Ad Rates and Circulation

(Continued from Page 1)

to $2,435. *Girl Scout Leader,* also effective with the January issue, will raise circulation guarantee from 700,000 to 775,000 and will boost ad rate base from $2,350 to $2,545 per b&w page.

■ *Farm Journal,* effective with the February issue, will revise its circulation guarantee, boost rates and add two new regional editions. The magazine will reduce its net base from 3,100,000 to 3,000,000, due to elimination of non-agricultural circulation, and will boost its ad rate base from $10,950 to $11,250 per b&w page. In addition, *Farm Journal* will split its present southern edition into southeastern and southwestern editions. The southeastern edition, with a circulation base of 500,000 in nine states west of the Mississippi, will base ad rates on $2,430 per b&w page. The southwest edition, with circulation of 200,000 in four states west of the Mississippi, will base ad rates on $1,380 per b&w page.

■ *Newsweek,* effective with its Jan. 4 issue, will increase the circulation and ad rate of its national, western and international Pacific editions. An additional increase in ad rate and circulation guarantee will go into effect with the Oct. 3 issue of the national edition.

In January the magazine will increase the circulation base of the national edition from 1,225,000 to 1,325,000, and will raise the ad rate base from $6,465 to $7,170 per b&w page. In October circulation will be increased to 1,350,000 and rate base to $7,350. Circulation and ad rates for the western edition, effective with the Jan. 4 issue, will go from 250,000 to 275,000 and from $1,750 to $1,960 per b&w page. Also in January, *Newsweek* will increase circulation guarantee of its Pacific edition from 27,000 to 32,000, and will boost ad rate from $425 to $515 per b&w page.

Popular Photography, effective with the October issue, will increase the ad rate base from $2,790 to $3,110 per b&w page, and will reduce its 15% charge for bleed to 7½%. In January, the magazine will set a circulation guarantee of 400,000. It currently has an average net paid circulation of 375,000.

■ *Better Homes & Gardens* has issued a new rate card, effective with its February, 1960, issue, based on a circulation of 4,850,000. Rate for a one-time b&w page will change from $18,695 to $20,690 and one four-color one-time page rate will be increased from $25,780 to $28,530. Former rates were based on a 4,600,000 circulation. The rate base for the *BH&G* western edition, inaugurated in May, will increase from 800,000 to 875,000 and the rate for a one-time b&w page will be increased to $4,995 from $4,350.

■ *Ladies' Home Journal* will have a new circulation rate base of 5,700,000 and a rate increase of approximately 8.9% with the January, 1960, issue. A one-time b&w page goes from $20,800 to $22,650.

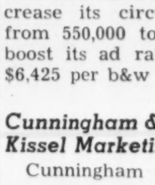
Sunset Magazine will boost its rate, effective with the January, 1960, issue. Based on a new guaranteed circulation of 600,000, the rate for a one-time b&w page will be $3,770. Present rate is $3,420.

Popular Mechanics' advertising rate base will be increased to 1,300,000 effective with the January, 1960, issue. With the increased base, the b&w one-time page rate will be adjusted to $3,300 from $3,000.

Baby Care Manual, a quarterly with controlled circulation, will increase its circulation guarantee from 550,000 to 600,000 and will boost its ad rate from $5,900 to $6,425 per b&w page. #

Cunningham & Walsh Names Kissel Marketing Head

Cunningham & Walsh, Chicago, has appointed Marshall L. Kissel director of marketing. Mr. Kissel has been an executive and account supervisor of Arthur Meyerhoff & Co. for the past 14 years.



Marshall Kissel

Before joining Meyerhoff, Mr. Kissel was with Ruthrauff & Ryan.

Godt Joins KYW-TV; Nashick to KTLA-TV

Gene Godt, sales promotion manager of WCCO-TV, Minneapolis, will join KYW-TV, Cleveland, as advertising and sales promotion manager, effective Aug. 17. Mr. Godt will succeed Bob Nashick, sales promotion manager, who is leaving KYW for a similar position with KTLA-TV, Los Angeles.

Lifebuoy Gets Out of Red by Becoming White

(Continued from Page 1)

it is being promoted through Sunday comics, network and spot television. Various couponing drives are also in effect, including 7¢ off on a two-bar purchase. Sullivan, Stauffer, Colwell & Bayles is the agency.

The product sells at about two for 23¢ regular size (33¢ bath size), priced slightly above regular soaps but below most deodorant soap brands.

■ The existing coral-colored Lifebuoy will remain on the market, at the same price as the new product. The white color and a slightly different fragrance are the only differences between the two.

Lever says the new Lifebuoy is the first deodorant soap that will stay white in use. It has spent six years working on a bar that will not discolor.

The Lifebuoy brand name has been on the market since 1895 and is the sole survivor of Lever's beginnings in the U. S.

The company got started with two other soaps—Welcome, a yellow laundry bar, and Sunlight, both of which are now memories.

■ Hardly anyone who was around when Lifebuoy was a top seller can forget "B.O.," the initials that immediately described a body condition which could lead to anything from losing out on a company promotion to a busted-up romance—or so the advertising pointed out. Nor was it terribly difficult to know when anyone in a room had replaced B. O. with L. O. (Lifebuoy odor), the astringent, medicinal aroma of the highly perfumed formula was so sharp.

■ Ultimately, soap business technology harpooned Lifebuoy. Its share of market declined and it had to compete in the marketplace with new names like Armour & Co.'s Dial and Procter & Gamble's Zest, not to mention Lever's own Dove and Praise and Colgate-Palmolive's Spree, just now making its entry.

But around 1948 Lever began to see the handwriting on the wall and took Lifebuoy in tow. During this period, the color was changed from the old lobster red to the present coral; the odor became a softer spice instead of the strong medicinal; the shape of the bar went from octagon to pillow; the deodorant germicide was changed (it was called puralin in a big campaign a couple of years back); the package went from the old cardboard to a foil wrap and now the white bar is here.

■ While this has been going on, it has been a tough battle for Lever to change the 50-year-old impression in the public's eye. There are still consumers around who respond to the name "Lifebuoy" with something like, "Oh, yeah, that smelly red B. O. product." And its current share of market is probably around 5%.

But none of the changes made since 1948 will be as quickly apparent as the white color. Despite the impact made in the toilet bars by the pastel soaps these past few years, white is still the most popular toilet bar color. And the deodorants today constitute one-third of the total toilet bar market estimated at $233,000,000, and are the fastest growing segment in the market—a good marina for a Lifebuoy. #

National Van Shifts to Maxon

CHICAGO, July 24—National Van Lines has named Maxon Inc. to handle its advertising account, which bills an estimated $300,000. Wade Advertising resigned the account last month (AA, June 15).

Maxon won out over 13 agencies which National Van Lines interviewed during the past 30 days. The appointment is effective Aug. 1. First assignment for the agency is to prepare a 1960 advertising program, which will be presented to the company's 300 agents at its national convention in Miami in December.

Thomas E. Williams, advertising director, said Maxon was selected because of its "excellent knowledge of the field and basic interest in it." He also praised the agency's marketing and merchandising concepts and philosophy.

Ray C. Stricker, vp and manager of Maxon's Chicago office, will handle the account. #

Ad Field May Have 'Friend at Court' in New Commerce Chief

WASHINGTON, July 22—Advertising is expected to gain a friend on the President's cabinet with the appointment of Frederick H. Mueller as Secretary of Commerce.

As Under Secretary, Mr. Mueller last month welcomed the department's newly organized advertising advisory committee, of which he is a supporter, with assurances that the department is well aware of advertising's importance (AA, July 6).

▪ Although at that meeting, as Under Secretary, he defended present federal restrictions on advertising (such as anti-outdoor rules and adverse rulings on taxing of institutional advertising), Mr. Mueller has in the past indicated an understanding of the role and function of advertising.

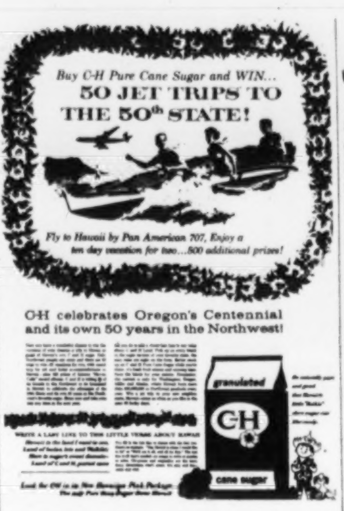
Last February he criticized a Senate anti-trust and monopoly subcommittee report which said advertising increases the cost of automobiles (AA, Feb. 9). "Advertising that's worth buying actually reduces costs by increasing volume," he said.

▪ Mr. Mueller, a 65-year-old retired furniture manufacturer from Grand Rapids, Mich., has been acting secretary in recent weeks, since the resignation of Lewis L. Strauss. Senate sources indicate that confirmation of Mr. Mueller's nomination as secretary will be routine, in contrast to the bitter fight which ended in the rejection of Mr. Strauss, who had been acting secretary following the departure of Sinclair Weeks. The Senate commerce committee will hold a hearing on Mr. Mueller's nomination Aug. 5. #

Wright Named President of McCann (Canada) Ltd.

W. R. Wright has been named president of McCann-Erickson (Canada) Ltd., Toronto, succeeding the late Evan W. Hayter, who died July 11 (AA, July 20). Mr. Wright, formerly director of public relations, Canadian National Railways, will take office Oct. 1 and will direct operations of McCann's offices in Toronto, Montreal and Vancouver.

Canadian McCann also has named J. M. Reeve exec vp and K. U. Lunny manager of its Montreal office. Mr. Reeve formerly was manager of the Montreal office, and Mr. Lunny was assistant manager.


Buy C-H Pure Cane Sugar and WIN...
50 JET TRIPS TO THE 50th STATE!
Fly to Hawaii by Pan American 707, Enjoy a ten day vacation for two...500 additional prizes!
C-H celebrates Oregon's Centennial and its own 50 years in the Northwest!
granulated
C-H
cane sugar

SWEET TRIP—*C&H is using this two-color newspaper ad to promote its trip-to-Hawaii contest.*

C&H Sugar Drive Promotes '50 Jet Trips to 50th State'

SEATTLE, July 21—"Fifty jet trips to the 50th state" is the slogan used in a new consumer contest being put on by California & Hawaiian Sugar Co., promoted via daily newspapers in Oregon, Washington and Alaska.

The contest offers consumers 25 round trip flights for two persons on Pan-American's jet service from Portland and Seattle to Honolulu, plus an all-expense paid vacation for ten days in Hawaii. In addition, 500 albums of "Hawaii Calls" will be awarded as prizes.

▪ Promotion is via two-color page announcement ads in dailies of the three states followed by two 1,000-line two-color insertions. Contestants are asked to supply a last line to the following verse:

Hawaii is the land I want to see,
Land of hulas, leis and Waikiki;
Here is sugar's sweet domain,
Land of C&H—purest cane,
— — — — — — — — — — —

▪ The contest is timed for the start of home canning and home freezing of fruits in the Pacific Northwest; it covers Washington and Oregon, where beet sugar is produced and heavily promoted to consumers.

Miller, Mackay, Hoeck & Hartung is the agency. #

Sears' Vidal Rests After Triple Tragedy

CHICAGO, July 23—George B. Vidal, national publicity director of Sears, Roebuck & Co., is recuperating satisfactorily at home today after the series of tragedies that pursued him and his family from a vacation in Mexico.

Mr. Vidal had been home from the hospital only three days after a bout with serious illness when his wife was stricken with polio last week. Mrs. Vidal died July 18. Mr. Vidal's daughter, Janet, 8, also was hospitalized with a serious virus for a week in early July after the family vacation.

Mr. Vidal is expected to return to duties at Sears after a week or more of rest at his home at 1216 Walnut St., Western Springs, Ill. #

GOA 6-Month Net, Sales Up

Net profits of General Outdoor Advertising Co., Chicago, rose to $1,255,573 for the six months ended June 30, compared to a net of $1,103,185 for the same period last year, Burr L. Robbins, president, has announced. The net was realized on gross sales of $20,036,528, up from $19,741,577 for the same period last year.

Last Minute News Flashes

CAB Hits National; Fortnight's 2nd Anti-Ad Move

WASHINGTON, July 24—A Civil Aeronautics Board examiner has issued an initial decision ruling that a widely-advertised contest conducted by National Airlines last year was illegal. If this decision is not reversed by CAB or the courts, it will establish the precedent that airlines are forbidden to stage contests. National spent at least $350,000 in print and broadcast advertising to promote an essay contest and awarded another $73,000 worth of prizes. The airline has until July 31 to decide whether to fight the decision. Last week the Federal Power Commission affirmed an earlier ruling by an examiner that 43.25% of the cost of 26 advertisements sponsored by Electric Companies Advertising Program are not deductible for rate making purposes because the ads dealt with "matters of political controversy" (AA, Jan. 12).

Coats & Clark's Names F&S&R

NEW YORK, July 24—Fuller & Smith & Ross has been selected to handle the advertising of Coats & Clark's Sales Corp., effective immediately, succeeding Kenyon & Eckhardt after 21 years. Answering an 18-point questionnaire (AA, June 15) was one of the requirements for agencies competing for the account.

GF, Publisher Set $2,000,000 Cookbook Drive

NEW YORK, July 24—General Foods Corp. and Random House, book publisher, will launch an extensive joint advertising program this fall for the new General Foods Kitchens cookbook to be issued in November. Color spreads will be used in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's* and *True Story Magazine,* and b&w spreads are to be scheduled in publications still to be determined. Young & Rubicam will handle the magazine advertising. GF, through Random House, will launch a direct mail campaign, and Random House will handle co-op ads with stores and will run ads in business publications. Over-all budget is reportedly $2,000,000.

General Mills Sales Hit New High; Other Late News

• **General Mills'** sales and earnings for the fiscal year ended May 31 hit new highs. Sales totaled $545,998,000, $16,000,000 above the previous fiscal year's high. Earnings were reported at $16,817,000, $2,123,000 over the preceding fiscal year's figure. The company reported an unprecedented number of new food products were introduced during this period. Selling, general and administrative expenses were $93,625,605.

• **Arthur Windett,** now sales development director of the *Chicago Daily News,* will return to *Newsweek* Aug. 1 as director of development, a new post. Mr. Windett had been advertising director of *Newsweek* when he left the magazine in December, 1954.

• **Walter G. Willie** has resigned as sales vp of Toni Co., Chicago, to join Weco Products Co., Chicago, as vp. Weco markets Dr. West tooth brushes and other products.

• **Alden James** has resigned as exec vp and advertising director of United Newspapers Magazine Corp., New York, publisher of *This Week Magazine.* While Mr. James' posts remained vacant, the company named John R. O'Connor vp and advertising sales manager. He had been eastern regional sales manager.

• **Fairchild Publications** has appointed Marsteller, Rickard, Gebhardt & Reed to handle a new $100,000 institutional campaign to break this fall. The agency was selected from a field that reportedly included Anderson & Cairns; Doherty, Clifford, Steers & Shenfield, and Doyle Dane Bernbach Inc.

• **Donald A. Wells** has resigned from Colgate-Palmolive Co., where he was general products manager in the household products division, to join Batten, Barton, Durstine & Osborn in an account handling position and as an officer of the company.

• **Richard Miller,** formerly copy group supervisor at Sullivan, Stauffer, Colwell & Bayles, has resigned to join Cohen, Dowd & Aleshire, New York, as vp in charge of copy.

• **Thomas J. Lipton Inc.,** Hoboken, has selected a "small" group of major agencies from which it will pick a successor to Young & Rubicam on Lipton tea, which Y&R has handled for some 20 years. The company says the growth of its business now requires an additional major agency in its structure. Y&R will retain the soup mix business. Last year Lipton tea billed $1,640,000 in measured media, almost all in spot tv.

• **Life** has promoted Vincent J. Brosnahan from associate ad manager in New York to eastern sales manager, a new post. James J. Dunn, formerly assistant ad sales manager in New York, has been appointed to the new post of western sales manager. Both Mr. Brosnahan and Mr. Dunn will be located in New York. Succeeding Mr. Brosnahan as manager of *Life's* New York office is Frederick L. Redpath, ad manager in Chicago. Lee Heffner, assistant New York manager, succeeds Mr. Redpath in Chicago.

• **Robert L. Taylor Jr.,** formerly president of Taylor, Harkins & Lee, pharmaceutical market research company, has joined Doherty, Clifford, Steers & Shenfield, New York, as vp and director of marketing of the professional drug division.

• **Chesebrough-Pond's Inc.,** New York, reportedly has asked for speculative presentations from the four agencies—J. Walter Thompson, Compton, William Esty and Norman, Craig & Kummel—which were to compete for the Vaseline and Pertussin business leaving McCann-Erickson after 47 years (AA, July 13). Thompson, longtime Pond's agency, was said to have declined to offer speculative copy themes and to have withdrawn from the competition. Presentations reportedly will be made by the other three in the week of Aug. 3.

• **Charles E. Palmer** has been promoted to merchandising manager of the Pepsodent division of Lever Bros., New York. He will be responsible for advertising and merchandising of the division. He joined Lever in 1952. Mr. Palmer succeeds William Eastham, who recently was named assistant to the president of American Home Products.

• **Walter P. Kuenstler** has joined Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., as director of marketing research for the consumer products divisions. He was previously marketing research associate at General Foods Corp.

Du Pont Drive to Push Fabrics, Fashions, Fibers

WILMINGTON, DEL., July 23—E. I. du Pont de Nemours & Co.'s textile fibers department yesterday announced the "most powerful" dresswear promotion it has ever undertaken.

The campaign, which begins in September and carries through next May, is planned in half a dozen or more phases.

The "fashion forefront" segment will use ten full-color pages in the *New York Times Magazine* between January and April. This drive will announce "new or fresh adaptations of dress fabrics 'on their way'."

Color ads, scheduled for pre-Easter, appearing in a western package of *This Week Magazine* and the *Los Angeles Times* and an eastern package of *This Week Magazine* and the *New York Times,* will support dresses made with Ondule random slubbed rayon yarn.

▪ A Du Pont tv dress promotion will push dresses of established fabrics with "saturation selling in ten major markets, with ten weeks of daily televised fashions on women's favorite programs." This will run between January and May.

A junior dress campaign, using three full-color ads in *Seventeen* and three b&w pages in *Mademoiselle,* March through May, will present new junior style dresses in established fabrics.

Teen fashions in established fabrics will be promoted via television's Dick Clark on 110 ABC stations for three weeks before Easter and again for two weeks early next summer.

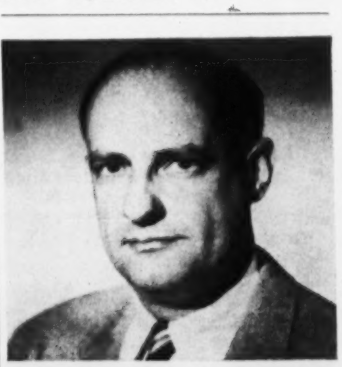
Color half-pages in *McCall's,* the *Los Angeles Times* and the *New York Times* will support automatic wash and wear dresses.

Twelve color pages in *Vogue* and four pages in *The New Yorker* in February and April will promote a "portfolio of fashion." This will emphasize the "increased use of Du Pont fibers by leading 'better dress' designers."

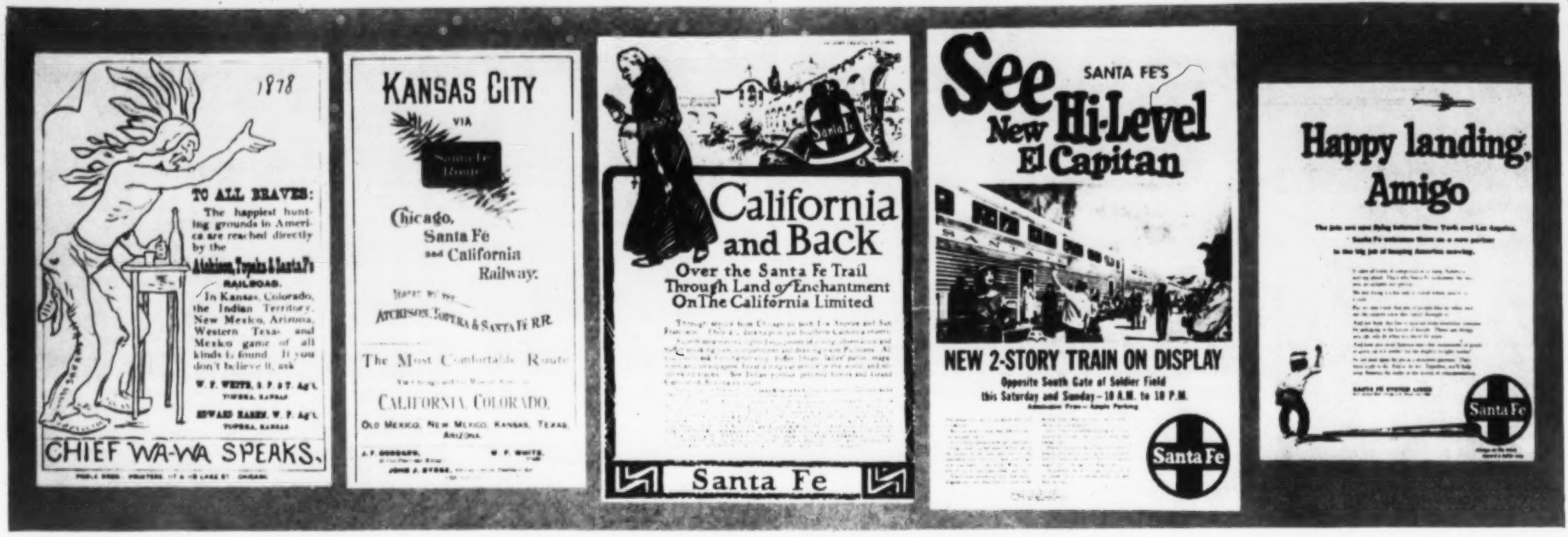
A retail-oriented 40-city promotion for Dacron polyester fiber will use daily spots on radio and on the "outstanding local personality" tv show.

▪ The "Du Pont Show with June Allyson," recently announced, will push modern fibers in the "first major network tv show with commercials exclusively devoted to Du Pont fibers." This is a Monday night show on 139 CBS stations, beginning Sept. 21.

Batten, Barton, Durstine & Osborn handles Du Pont's textile fibers department. #



WILLIAM D. WATSON *has been elected exec vp of Erwin Wasey, Ruthrauff & Ryan, Chicago. Mr. Watson, formerly senior vp, is account supervisor on Brown-Forman Distillers Corp.*


1878
CHIEF WA-WA SPEAKS.
KANSAS CITY
VIA
Chicago, Santa Fe and California Railway.
ATCHISON, TOPEKA & SANTA FE RR.
The Most Comfortable Route
CALIFORNIA, COLORADO,
OLD MEXICO, NEW MEXICO, KANSAS, TEXAS, ARIZONA.
California and Back
Over the Santa Fe Trail Through Land of Enchantment On The California Limited
Santa Fe
See Santa Fe's New Hi-Level El Capitan
NEW 2-STORY TRAIN ON DISPLAY
Opposite South Gate of Soldier Field this Saturday and Sunday—10 A.M. to 10 P.M.
Santa Fe
Happy landing, Amigo
Santa Fe

TO ALL BRAVES: The happiest hunting grounds in America are reached directly by the Atchison, Topeka & Santa Fe's RAILROAD. In Kansas, Colorado, the Indian Territory, New Mexico, Arizona, Western Texas and Mexico game of all kinds is found. If you don't believe it, ask W. F. WHITE, G. P. & T. Ag't, TOPEKA, KANSAS

ALONG SANTA FE'S AD TRAIL—*These selections from a slide presentation by A. A. Dailey, general manager of the Santa Fe System Lines, show how Santa Fe advertising has evolved from Indians to jets. First ad shown ran in 1878. In the late 1880s, the first Santa Fe trademark appeared (second picture) and lasted until 1901. Then the cross-and-circle symbol was devised, as seen on the bell in the third picture, a 1902 ad. Modern ads, like the fourth picture, from a 1956 newspaper ad, continue to use the symbol, as well as an Indian (extreme right of picture). This year Santa Fe welcomed the jets with the final ad shown. Santa Fe will spend about $2,500,000 on advertising this year, Mr. Dailey said. The agency is Leo Burnett Co., Chicago. According to the Assn. of American Railroads, Santa Fe is the second largest railroad advertiser (AA, July 20).*

Firestone's Ryan Tells Tribulations of 'Voice' to FCC

(*Continued from Page* 2)

coast-to-coast radio show. It remained on NBC Mondays at 8:30 p.m., having moved over into tv, until NBC preempted the time in 1954 to put the Sid Caesar show opposite CBS' Arthur Godfrey.

In 1954, Sylvester Weaver, NBC president at the time, explained to Mr. Ryan that "Voice" was "being clobbered" by Mr. Godfrey, and this made it impossible for NBC to sell adjoining time.

NBC offered Firestone time after 10 p.m., Mr. Ryan testified, but this was declined because Nielsen surveys showed the tv audience was cut in half by that hour. Then NBC offered Firestone 39 weeks of free Sunday afternoon tv time, to prove the program would still attract a large audience at a daytime hour.

▪ Mr. Ryan said that "as a cold-blooded advertising man," he urged the free offer be accepted. Again he was overruled by top management, which decided this would not be playing fair with loyal listeners, "and besides we could no longer trust NBC." This was a reference to a verbal agreement which had led Firestone to believe it had a permanent hold on the choice Monday evening hour.

Mr. Ryan testified that while he preferred switching to a new show in 1954, he did not believe the low ratings given the "Voice" show. Firestone hired a research organization of its own and interviewed 10,000 people, of whom 19% said they watched the Firestone program at least every other week, and 35.6% at least monthly, he said.

▪ When American Broadcasting Co. learned of the Firestone-NBC difficulty, it offered "Disneyland" to Firestone. Again Mr. Ryan recommended acceptance of the offer and again he was overruled. Mr. Ryan commented sadly that he savored an irresistible picture of Davy Crockett records and hats in Firestone stores.

ABC then granted the "Voice" show the time desired and promised that with each 52-week renewal would go an option for the same time the next season. However, in 1957 Firestone cut back to a 39-week schedule, and ABC pointed out that the renewal option was excluded from the new deal. ABC did assure Firestone "suitable time."

An ABC press release was the first news Firestone received from the network that its time had again been preempted, Mr. Ryan said. ABC offered a late evening slot, then withdrew it in favor of even less acceptable periods. Then NBC entered a bid, and so did CBS, but neither was acceptable and the "Voice" was stilled, he said. #

Seminar to Study Social Duties of Communicators

A five-lecture seminar on the "Social Responsibility of the Mass Communicator" will be held at the Hartford Seminary Foundation, 110 Sherman St., Hartford, this fall under the co-sponsorship of the foundation, the Advertising Club of Hartford and the Connecticut Valley chapter of the Public Relations Society of America.

Martin Mayer, author of "Madison Ave., U.S.A.," will discuss "Advertising in the Economy" Oct. 5; Joseph Bensman of William Esty Co. will lecture on "Mass Communications & the American Personality" Oct. 14; Ernest Dichter, head of the Institute of Motivational Research, will talk on "The Techniques of Advertising & Public Relations" Oct. 19; Gilbert Seldes, Annenberg School of Communications, will talk on "Mass Communications & Mass Culture" Oct. 26, and Harlan Cleveland of Syracuse University will discuss "Mass Communications and the Democratic Process" Nov. 2.

Colorado Law Hits Misrepresentation in Frozen Food Ads

DENVER, July 21—Close regulation of advertising and promotional methods of frozen food plan operators in Colorado has been included in new regulations established this month by the Frozen Food Provisioners Board, acting under legislation passed in the most recent session of the legislature.

Among major provisions of the regulations is one calling for close scrutiny of advertising relative to truthful statements about the grade, quality, quantity and price of meat.

The law requires each food plan operator to post a surety bond up to $25,000 to insure compliance with the law and fulfilment of all contracts, plus truthful advertising and solicitation.

It permits recourse by householders or others, through the courts, to recover damages incurred through any fraudulent or misrepresented advertising, sales or service promise. #

Larrabee Adds 6 Accounts

Larrabee Associates, Washington, has been named as agency for Stewart Buick Agency, Arlington, Va.; Sir Walter Hotel, Virginia Beach, Va.; Academy Life Insurance Co., Colorado Springs; G.E.M. department stores, Washington; International Opportunity Life Insurance Co., Denver, and Ted Britt Ford, Fairfax, Va.

Connor Bittel Field Griswald

CHAMPAGNE ECONOMICS—*Enjoying champagne at a party given by Ladies' Home Journal at the Home Economists in Business meeting were Berenice E. Connor, director of editorial promotion, LHJ; William Bittel, vp, Knox Gelatin; Charlotte Field, home service director, Washington State Apple Commission, and H. T. Griswald, ad manager, Hawaiian Pineapple Co.*

Cigaret Field Huffs, Puffs, Proliferates Brands, Types, Marketing Methods

(*Continued from Page* 3)

down by packing its smokes in the pack that way ("Only your lips touch Raleigh tips").

- Tareyton came up with a king-size dual-filter.
- Old Gold launched a "spin" filter, soon after coming out with new Old Gold straights.
- Parliament discovered a "hi-fi" filter.
- King Sano began plugging a new "soft smoke."
- Hit Parade put out a filter tip with 400,000 traps (far exceeding Parliament's 30,000 and Viceroy's 20,000).
- Benson & Hedges started sporting a "crimped seam."
- Camel redesigned its age-old package, then had to put the pyramids back where they were to quiet the yowls.

▪ The cigar boys got into the act. General Cigar asked the public to mail in the empty pack from any cigaret brand in return for a free sample of Robt. Burns Cigarillos. Stephano Bros. brought out Trend—a pack of 20 mild, fast-burning little cigars. Brambleigh Inc. launched a new type of smoke—cigaret tobacco rolled in a cigar wrapper and in regular cigaret size. This was christened Mild. Another brand of the same, but king size, was baptized All.

▪ Some of the new cigaret brands brought out by the majors are menthols. These include Alpine, which was tested last month in Albany, Rochester and Syracuse by Doyle Dane Bernbach Inc. Alpine's maker, Philip Morris Inc., six months earlier had begun testing another mentholated brand, Mayfield, in Oregon and Washington, through Leo Burnett Co.

Menthol was a magnet. Brown & Williamson started test marketing Belair (and now it's testing Life, a non-menthol filter, in upper New York state). And American Tobacco began testing a menthol filter called Richmond. Other, somewhat older, brands in this market include Oasis (Liggett & Myers), Salem (Reynolds) and Newport (Lorillard).

The greybeards include Brown & Williamson's Kool and Philip Morris' Spud.

The health kick brought out Diplomat ("the safer cigaret") and Vanguard ("now smoke without fear"). Vanguard was made from Fibrila, "a blended formula of scientifically processed natural fibers," and no tobacco.

A Washington agency executive, with nothing more than a brand name and a slogan, was trying last August to bring out Space cigarets—"out of this world." The agency man, Courtland D. Ferguson, decided that the word "space" would become "the most publicized word in the English language during the next ten years."

Another innovation was last December's introduction of Ventar, a metal cylinder designed to make cigaret smoking safer by reducing the formation of tars "by 41% to 72%."

More recently, Rembrandt Tobacco Corp. used pages in newspapers here to emphasize its pioneering role in introducing cigaret paper that "breathes," a high porosity product. The Rembrandt ad was placed because of the claims of "certain" U.S. cigaret makers to leadership in the invention. Lorillard had been using the word "breathes" in tv advertising for Kent, and Reynolds had adopted high-porosity paper for Salem cigarets.

▪ Nor was this the end of newness. Lorillard has started a test operation in which it is offering viewers of the "Arthur Murray Party" a spinnaker-shaped ashtray—the kind that's used in Newport packaging and advertising—for $1 and ten package wrappers. For more than a year Lorillard has been giving away free cigaret lighters to people who buy a carton of Newports or Kents. When Newport first came on the market in 1957, the company gave away caps to purchasers.

Reynolds has been offering cigaret lighters for a year or more. Customers send in ten packages of Camels, Winstons or Salems, plus 50¢, to get a lighter resembling the packages. #

Ullman Organization to Move

The Ullman Organization, Philadelphia agency, will move to new quarters at 1515 Locust St., Philadelphia, Aug. 1.

Bigger than both of us... almost

In the first six months of 1959, the advertising revenue picture for LIFE, *Look* and the *Post* looked like this:

Magazine	**Advertiser Investment Jan.-June 1959***
LIFE	$65,187,349
Saturday Evening Post	46,773,129
Look	20,725,499

You can see that LIFE alone came close to equaling the *combined* advertising revenues of the *Saturday Evening Post* and *Look* . . . missed it by $2 million and some change.

What's more, LIFE advertising revenue for the first half of 1959 is $3,200,000 more than it was in the same period last year. This is the largest gain of any weekly or bi-weekly magazine.

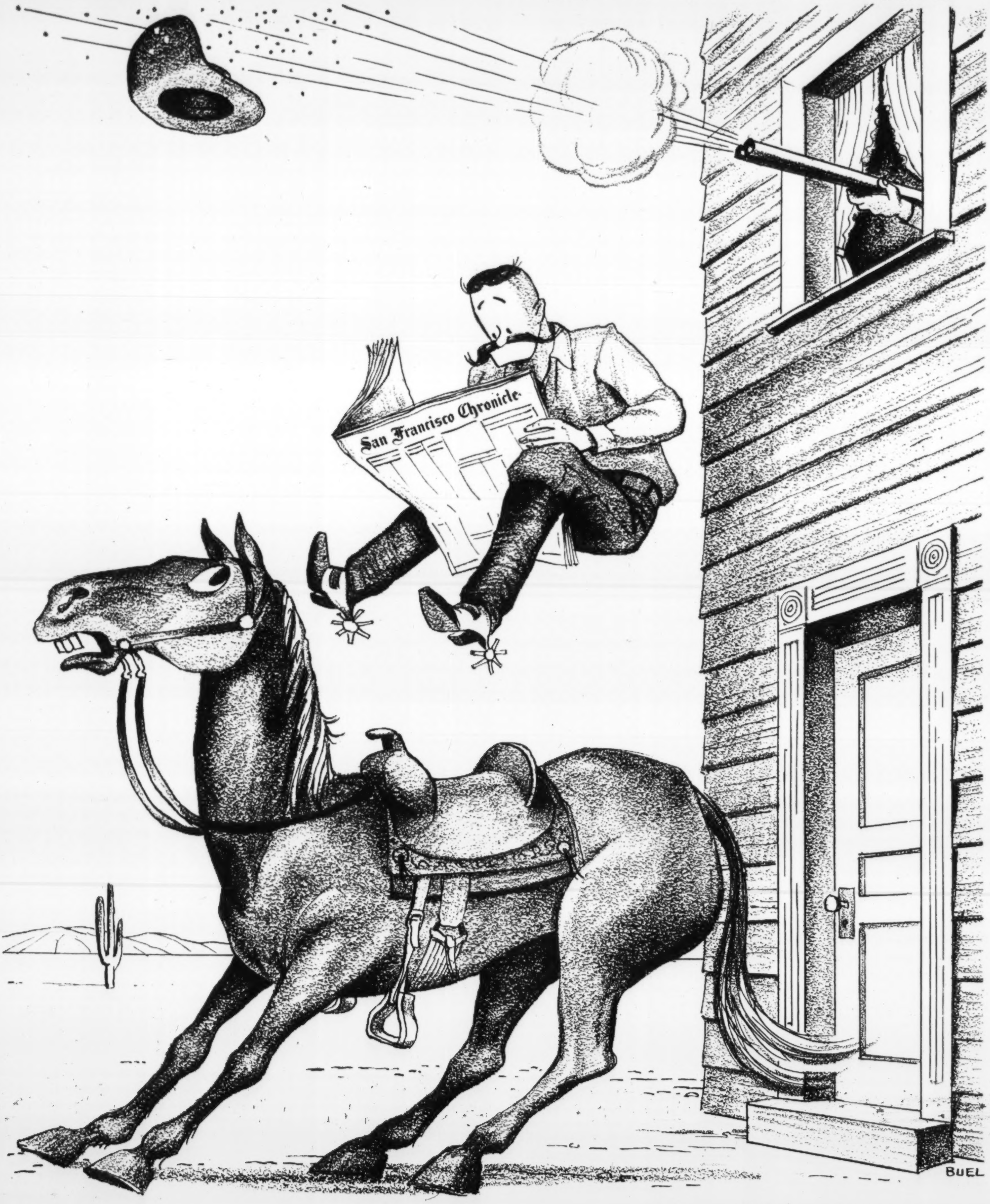
And things look even bigger for the third quarter at LIFE. Orders on the books are already well ahead of the similar period last year—over 100 pages and more than $4,000,000 ahead.

And, though that's only promise, not performance—it's good enough for us.

*Publisher's Estimate

BIGNESS is a fact of LIFE

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

Represented by Sawyer Ferguson Walker